



Summer Literacy

Congregations Empowering Young Readers

Brand Usage Guidelines

Version 2.0
December 2024



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Brand Platform

Elements

We Believe That:

Through the Summer Literacy Initiative, congregations can play an effective role in their communities and help improve literacy outcomes for students who are at risk for reading failure.

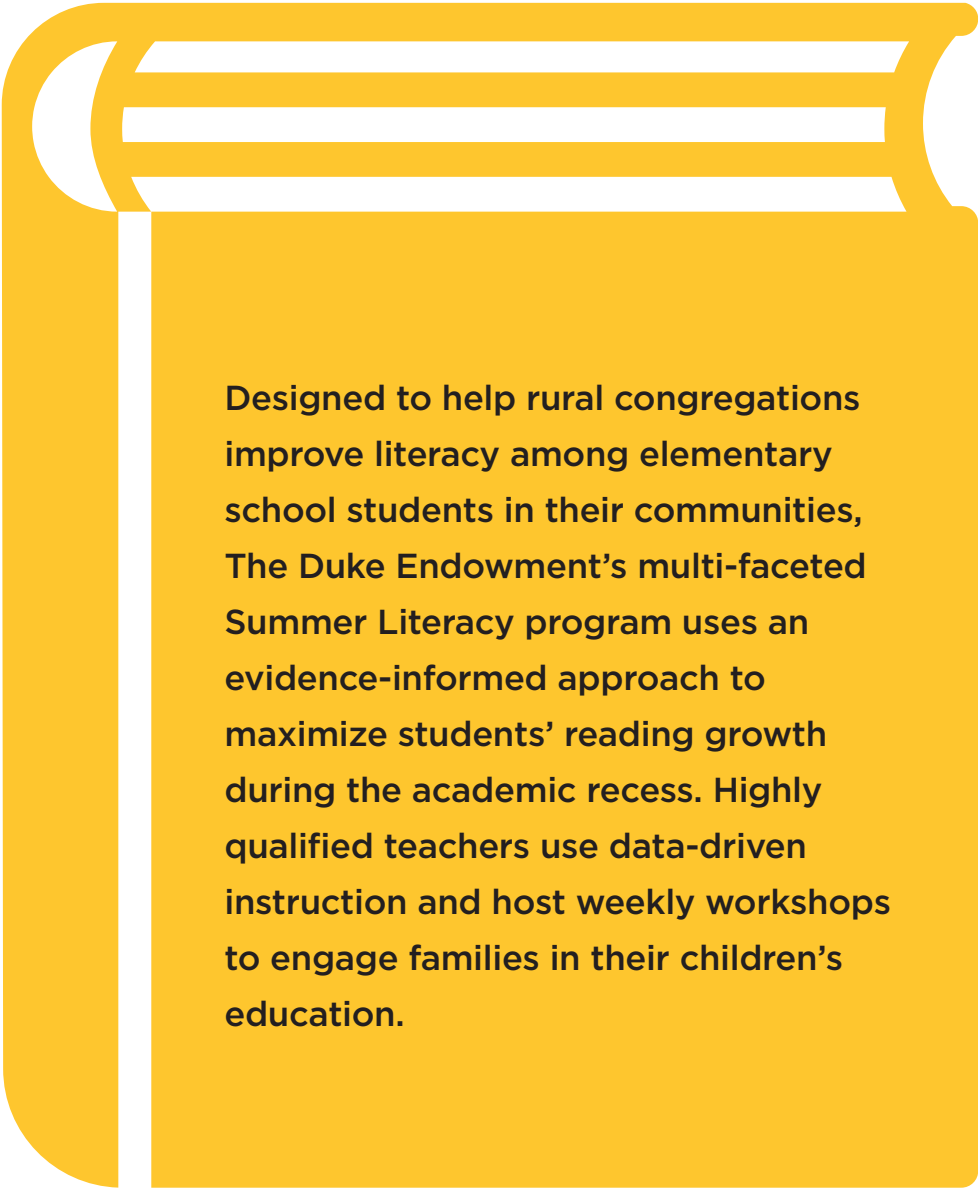
To Be Successful:

A strong program will show evidence of these six guiding principles:

- Thriving and engaged congregation
- Strong community investment
- Wrap-around services
- Empowered and effective teachers
- Data-informed and student-focused instruction
- Family engagement

To Help Congregations Communicate About Their Programs:

The Duke Endowment has created a Summer Literacy logo and brand guidelines to serve as a common visual thread that connects all community efforts. Because congregations are as diverse as the communities they aim to serve, branding options are available.



Designed to help rural congregations improve literacy among elementary school students in their communities, The Duke Endowment's multi-faceted Summer Literacy program uses an evidence-informed approach to maximize students' reading growth during the academic recess. Highly qualified teachers use data-driven instruction and host weekly workshops to engage families in their children's education.

Logo Art

Elements

The logo always includes all of the following three elements.

The Mark

Reading is one of the most powerful and meaningful skills students can learn. The book cover is paired with the sun to balance the seriousness of 'summer slide' with the friendly and open spirit of the program. The sun is unique, with brightly colored rays that represent diverse students coming together to read and learn. Yellow was selected as the primary color to show happiness, enthusiasm, optimism and confidence.

The Name

In the broadest sense, the name of the initiative is Summer Literacy. Gotham, the typeface used in the identity, is a contemporary sans serif font that is approachable. Its bold, geometric letterforms complement the structural style of the mark.

The Statement

The use of "empowering" conveys the active and intentional efforts driven by partnering congregations.



Summer Literacy
Congregations Empowering Young Readers

Logo Art

Color Options

Our identity can be used in full color or solid black.

To achieve optimum readability in a grayscale or black and white application, use the black logo.

Use the logo application that creates the highest contrast with the background color.

COLOR



Summer Literacy
Congregations Empowering Young Readers

BLACK



Summer Literacy
Congregations Empowering Young Readers

Logo Art

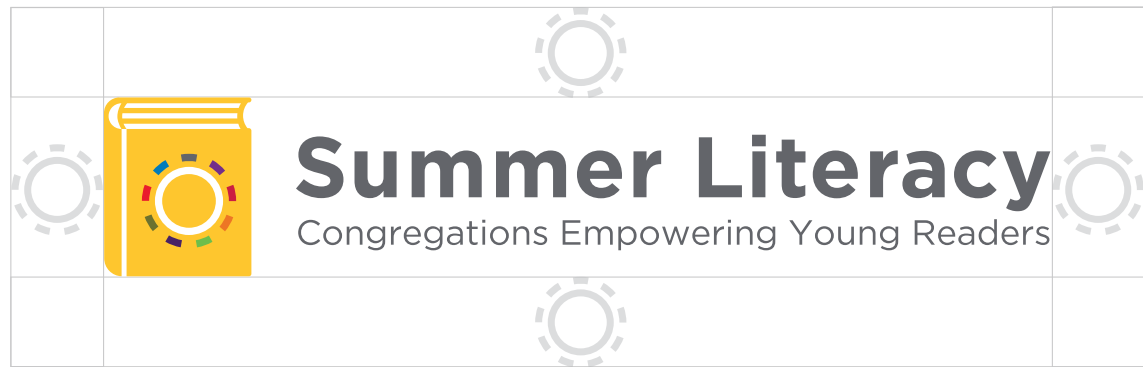
White Space and Smallest Use

The proper use of white space ensures maximum visibility and readability across communications.

The minimum white space around the logo must be at least the width of the “sun” in the logo mark, on all sides. All other text and visual elements must be placed outside of this area.

The minimum size that the logo may be printed is 2.5 inches wide.

WHITE SPACE: MAXIMUM VISIBILITY AND READABILITY



SMALLEST USE



Logo Art

Options

Full Design: Program Level

This logo includes the mark, Program Level logo and statement, designed and typeset as shown here.

Full Design: Congregation Level

This logo includes the mark, Congregation Level logo and statement, along with the congregation's name (with *United Methodist Church* abbreviated as *UMC* as applicable), designed and typeset as shown here.

Note

If a congregation already has a program name and logo, co-branding with the program level logo is recommended.

See pages 18 and 19 for application examples.

PROGRAM LEVEL LOGO



Summer Literacy

Congregations Empowering Young Readers

CONGREGATION LEVEL LOGO



Boone UMC

Summer Literacy

Congregations Empowering Young Readers

Logo Art

Adding a Congregation Name

When adding the congregation name, please use the following guidelines:

Alignment: Left align the text with the “Summer Literacy” text below, as shown in the example. Its top, or cap height, aligns with the top of the logo’s book mark.

Color: CMYK blue (C=96 M=42 Y=6 K=0)

Font: Gotham Medium

As applicable, abbreviate United Methodist Church (UMC). This will allow the congregation name to be as large as possible when the logo is displayed at its minimum size.



[Congregation Name]
Summer Literacy
Congregations Empowering Young Readers

Customization Assistance

Contact The Duke Endowment

Kristin Richardson-Frick
KRichardson-Frick@tde.org

Logo Art

Incorrect Usage

DO NOT duplicate any of the examples illustrated at the right.

DO use the artwork supplied to help create a consistent brand.

Any distortion to the identity, however slight, will give the logo a different appearance, thereby hampering its legal protectability and underlying function within the Brand Usage Guidelines.

DISTORTED



NON-APPROVED COLORS



VIOLATING CLEAR SPACE



NON-APPROVED TYPEFACE



TOO SMALL



COLOR LOGO ON COLOR BACKGROUND



Logo Art

Files Names and Applications

Please use these matrices to help identify logo type and format that best match your application needs.

Application	.ai	.jpg	.png
Banners/signs	x		
Embroidery	x		
Excel documents		x	x
Online & emails		x	x
Promotional items	x		
Microsoft Word documents		x	x
Silkscreening	x		
Vehicle graphics	x		
Video/Quicktime Movie	x	x	x
Software	.ai	.jpg	.png
Adobe Illustrator	x	x	x
Adobe InDesign	x	x	x
Adobe Photoshop	x	x	x
Microsoft Excel		x	x
Microsoft PowerPoint		x	x
Microsoft Word		x	x

PROGRAM LEVEL LOGO



Summer Literacy
Congregations Empowering Young Readers

COLOR	BLACK
Summer_Literacy_Initiative_Primary_ID.ai	Summer_Literacy_Initiative_Primary_ID_BW.ai
Summer_Literacy_Initiative_Primary_ID.jpg	Summer_Literacy_Initiative_Primary_ID_BW.jpg
Summer_Literacy_Initiative_Primary_ID.png	Summer_Literacy_Initiative_Primary_ID_BW.png

CONGREGATION LEVEL LOGO



[Congregation Name]
Summer Literacy
Congregations Empowering Young Readers

COLOR	BLACK
[Congregation_Name]_Summer_Literacy_ID.ai	[Congregation_Name]_Summer_Literacy_ID_BW.ai
[Congregation_Name]_Summer_Literacy_ID.jpg	[Congregation_Name]_Summer_Literacy_ID_BW.jpg
[Congregation_Name]_Summer_Literacy_ID.png	[Congregation_Name]_Summer_Literacy_ID_BW.png

BOOK



COLOR	BLACK
SL-book.ai	SL-book-black.ai
SL-book-RGB.jpg	SL-book-black-RGB.jpg
SL-book-RGB.png	SL-book-black-RGB.png

SOCIAL MEDIA AVATAR



COLOR
SL-avatar.ai
SL-avatar-RGB.jpg
SL-avatar-RGB.png

Typefaces

Gotham, Times and Arial

These fonts are approved for usage in communication materials. Typography is an important part of reflecting our brand personality and creates a consistent look and feel between materials.

The Gotham font family is the primary headline font for printed materials, and is used in our logo. Gotham is a geometric sans-serif digital typeface created by American type designer Tobias Frere-Jones in 2000. Gotham is a quintessential “American” typeface; the letterforms are inspired by architectural signage that achieved popularity in mid-twentieth century New York City.

Gotham is available for purchase from the Hoefler & Co. font foundry.

Times and Arial are preloaded fonts available on both Macintosh and Windows operating systems.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

Color is an essential part of the Summer Literacy brand identity. Our brand's primary color palette is composed of 12 energetic colors. Use these color value conversions to ensure consistency across print and digital platforms.



RGB: 220.139.39
CMYK: 12.51.100.1
HEX: DC8B27
PANTONE: 7564 C



RGB: 0.124.187
CMYK: 96.42.6.0
HEX: 007CBB
PANTONE: 7461 C



RGB: 233.29.45
CMYK: 2.100.92.0
HEX: E91D2D
PANTONE: 185 C



RGB: 108.112.47
CMYK: 56.40.100.22
HEX: 6C702F
PANTONE: 5757 C



RGB: 116.47.138
CMYK: 67.98.6.1
HEX: 742F8A
PANTONE: 526 C



RGB: 109.190.75
CMYK: 61.0.96.0
HEX: 6DBE4B
PANTONE: 360 C



RGB: 237.118.37
CMYK: 3.66.99.0
HEX: ED7625
PANTONE: 158 C



RGB: 202.31.65
CMYK: 14.100.74.4
HEX: CA1F41
PANTONE: 1935 C



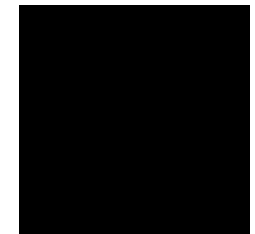
RGB: 72.35.102
CMYK: 83.100.24.20
HEX: 482366
PANTONE: 2617 C



RGB: 255.197.47
CMYK: 0.23.91.0
HEX: FFC52F
PANTONE: 123 C



RGB: 99.101.106
CMYK: 62.53.48.19
HEX: 63656A
PANTONE: COOL GREY 10 C



RGB: 0.0.0
CMYK: 100.100.100.100
HEX: 000000
PANTONE: BLACK C

Applying the Brand

Primary

Common scenarios for using Summer Literacy as primary brand:

- A program is new and has no existing name or brand
- A program has limited access to graphic design resources
- A program wishes to build recognition and credibility among multiple stakeholders

In addition to the identity, Summer Literacy has developed branded templates to allow easy customization of materials. Congregations may use Summer Literacy as its primary brand when communicating local messages, information, activities/events, etc., including logo, color palette, font families, image/illustration assets and layouts.

When using Summer Literacy as the primary brand, a congregation must:

- Retain Summer Literacy logo where and as provided
- Preserve integrity and consistency of font hierarchy

When using Summer Literacy as the primary brand, a congregation may:

- Apply its own words to the templates
- Change or mix and match colors within the Summer Literacy palette
- Adjust layouts to better meet content
- Remove/replace images to create a custom feel that is more “true” to its community
- Include (or not) its own logo

When using Summer Literacy as the primary brand, a congregation must not:

- Remove the Summer Literacy logo from the materials
- Use The Duke Endowment logo in place of the Summer Literacy logo
- Select alternative font families

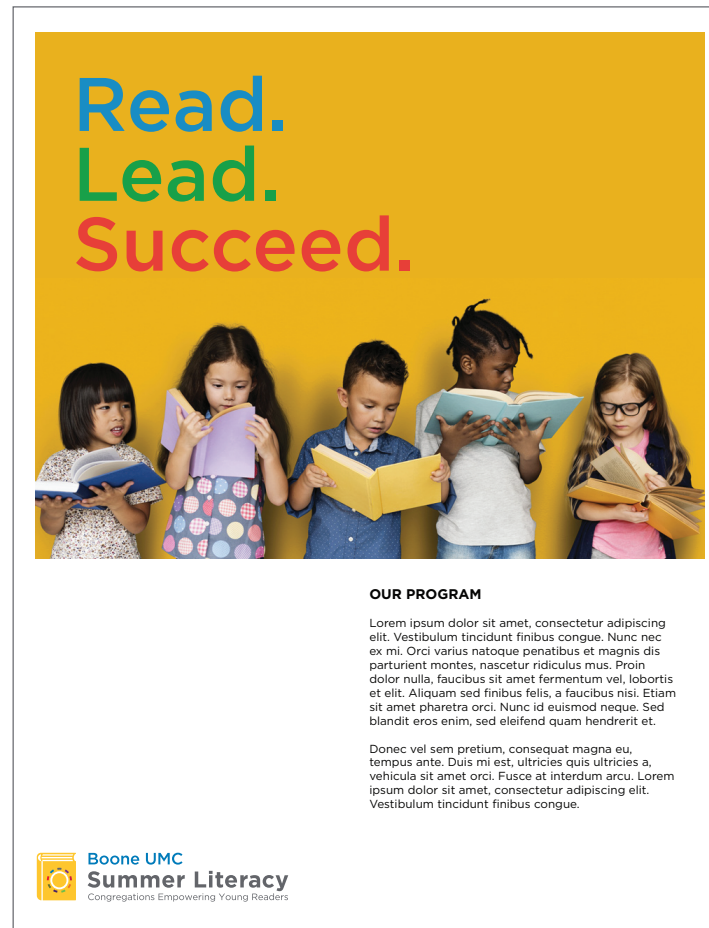
If a congregation plans to leverage the Summer Literacy identity, but prefers that it reflect the local region being served, The Duke Endowment will provide a customized logo that includes the name of the congregation. See page 8 for usage guidelines.

Applying the Brand

Primary Examples



Poster



Flyer

Applying the Brand

Primary Examples



Letter



Brochure/bulletin Insert

Applying the Brand

Primary Examples



Boone UMC Summer Literacy
Congregations Empowering Young Readers

All In For Young Readers

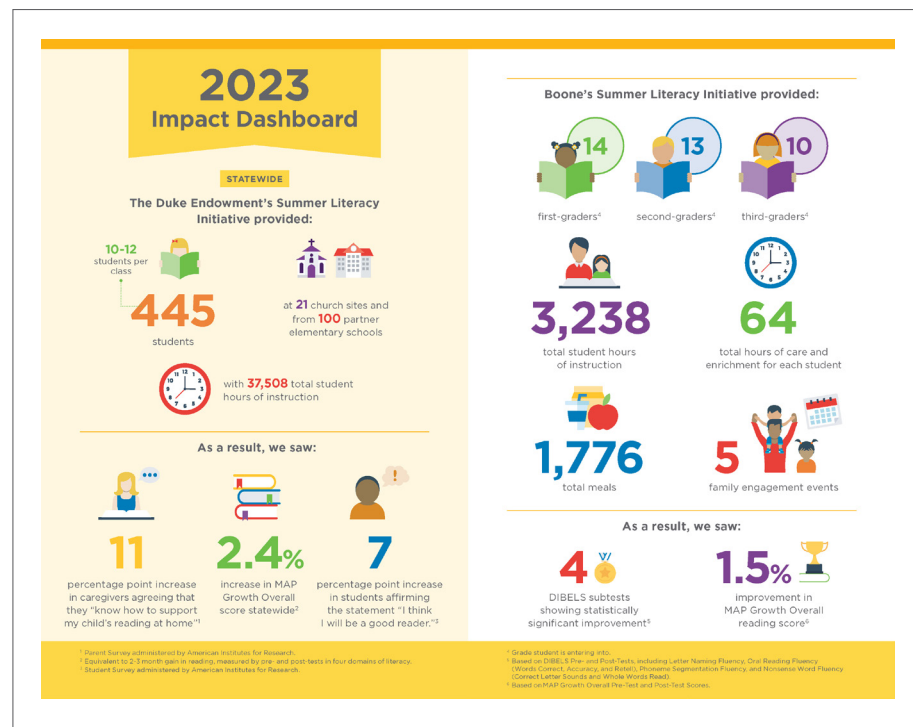
The Duke Endowment Summer Literacy Initiative collaborates with rural communities across North Carolina. Together, we provide evidence-informed summer learning experiences to extend the reading gains young students make in school and reduce learning loss. Boone UMC Summer Literacy partners are investing generously in this effort — and it's paying off. We celebrate the impact you are making in service to your students and your community.

"We could not have asked for more loving and entertaining teachers. They were amazing! They helped my son have a wonderful summer, while learning."¹

100 YEARS
THE DUKE ENDOWMENT

PUBLIC LIBRARY BOOKMOBILE

Dashboard



2023 Impact Dashboard

STATEWIDE

The Duke Endowment's Summer Literacy Initiative provided:

- 10-12 students per class
- 445** students
- at **21** church sites and from **100** partner elementary schools
- with **37,508** total student hours of instruction

As a result, we saw:

- 11** percentage point increase in caregivers agreeing that they "know how to support my child's reading at home"¹
- 2.4%** increase in MAP Growth Overall score statewide²
- 7** percentage point increase in students affirming the statement "I think I will be a good reader."³

Boone's Summer Literacy Initiative provided:

- 14** first-graders⁴
- 13** second-graders⁴
- 10** third-graders⁴
- 3,238** total student hours of instruction
- 64** total hours of care and enrichment for each student
- 1,776** total meals
- 5** family engagement events

As a result, we saw:

- 4** DIBELS subtests showing statistically significant improvement⁵
- 1.5%** improvement in MAP Growth Overall reading score⁶

¹ Parent Survey administered by American Institutes for Research.
² Equivalent to 2.3 month gain in reading, measured by pre- and post-tests in four domains of literacy.
³ Student Survey administered by American Institutes for Research.
⁴ Grade student is entering into.
⁵ Based on DIBELS 5 Pre and Fluency Tests, including Letter Naming Fluency, Oral Reading Fluency (Words Correct, Accuracy, and Rate), Phoneme Segmentation Fluency, and Nonword Word Fluency (Correct Letter Sounds and Whole Words Read).
⁶ Based on MAP Growth Overall Pre-Test and Post-Test Scores.

Applying the Brand

Co-branding

Common scenarios for using the Summer Literacy brand with an existing brand:

- A congregation has a well established existing name and brand
- A congregation has ready access to graphic design resources
- A congregation believes a different brand better reflects the Summer Literacy work being done in their community

For many congregations, implementing Summer Literacy as the primary brand is undesirable. A congregation is welcome to use its own program brand as primary when communicating local messages, information, activities/events, etc.

When integrating the Summer Literacy brand into an existing one (to any degree), a congregation must:

- Use the primary Summer Literacy logo with their program logo

When integrating the Summer Literacy brand into an existing one, a congregation may:

- Use colors outside the Summer Literacy palette, but can not apply them to the Summer Literacy logo
- Use The Duke Endowment supplied images to advance the effectiveness of the communication

When integrating the Summer Literacy brand into an existing one, a congregation must not:

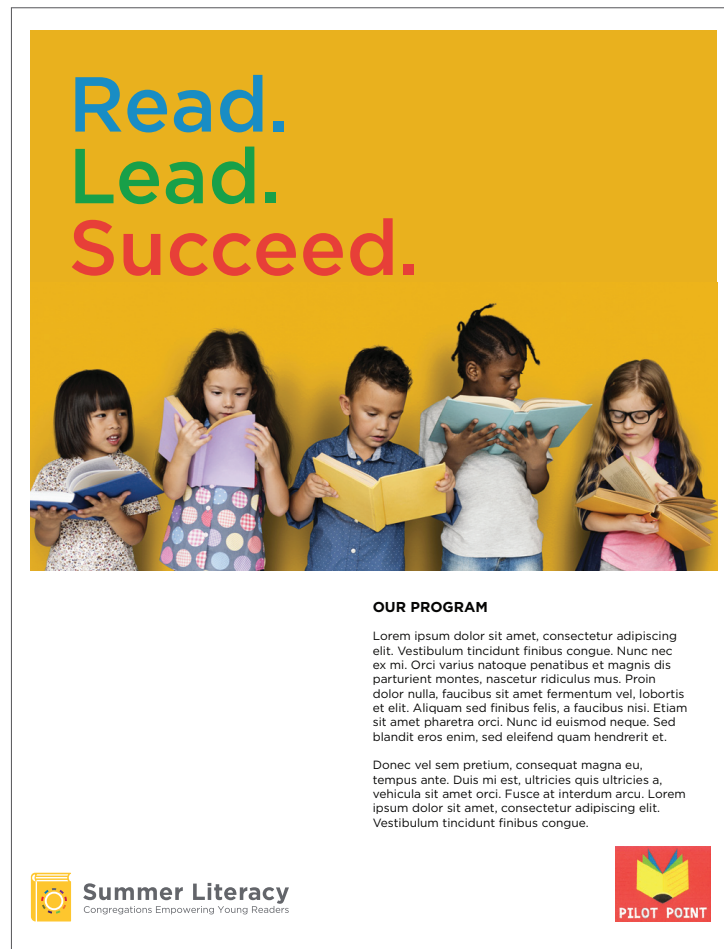
- Develop materials without the primary Summer Literacy logo
- Use The Duke Endowment logo in place of the Summer Literacy logo
- Display the Summer Literacy logo secondary where other logos are displayed
- Use the Summer Literacy logo with congregation name (**see page 8**) in conjunction with their program logo

Applying the Brand

Co-branding Examples



Poster



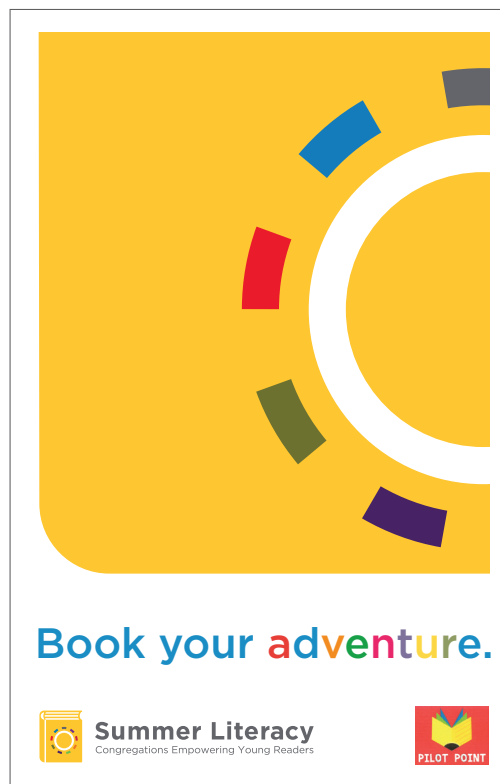
Flyer

Applying the Brand

Co-branding Examples



Letter



Brochure/bulletin Insert

Social Media

Applying the Brand

On social media platforms, please always communicate in ways that are visually and verbally consistent with the Summer Literacy brand, values and messaging.

When using the Summer Literacy brand as the primary brand, a congregation must:

- Use the full program name as its social media username and in the associated URL
(see page 21 for reference)

Example: Boone UMC Summer Literacy program

When integrating the Summer Literacy brand into an existing one (to any degree), a congregation may:

- Use the existing program name as its social media username and in the associated URL

Example: Pilot Point Summer Literacy program

When using the Summer Literacy brand as a primary brand or if integrating the Summer Literacy brand into an existing one, a congregation must not:

- Post on behalf of the broader Summer Literacy Initiative

Social Media

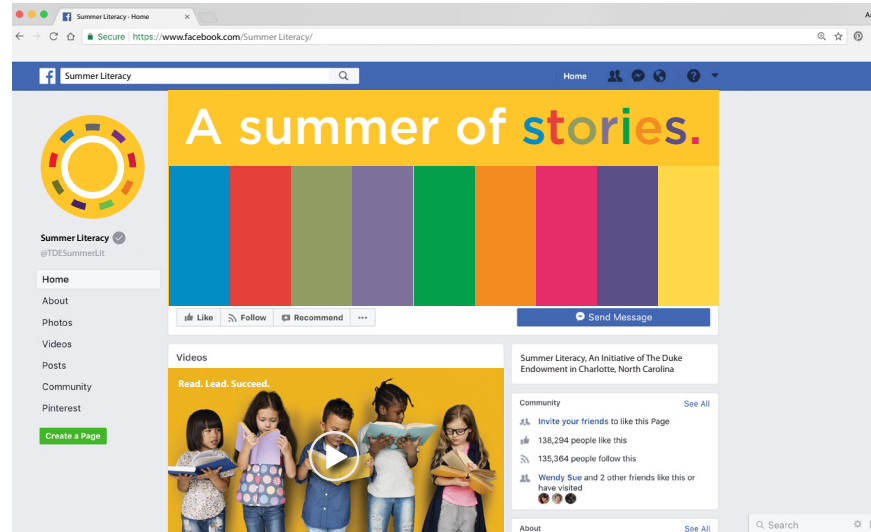
Tips and Best Practices

Do's & Don'ts

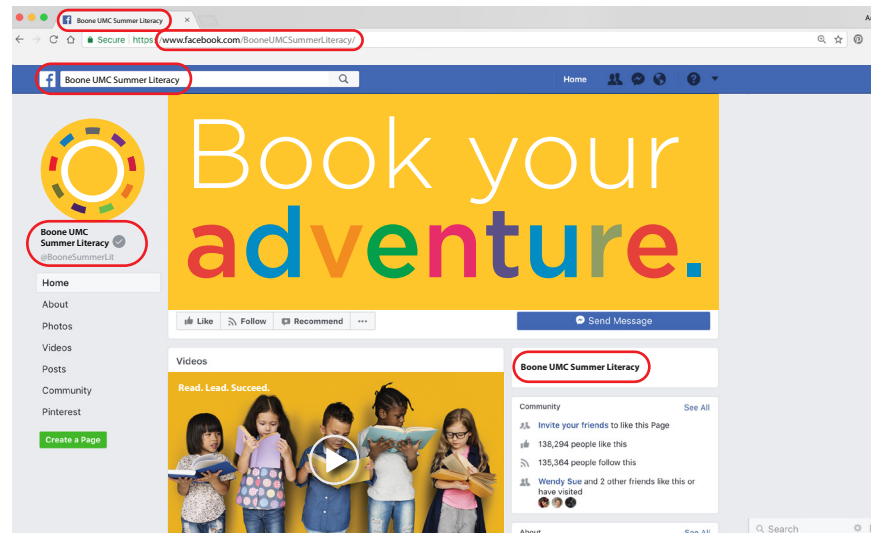
- Do respect all copyright and intellectual property laws. Consider whether you have permission to use third-party content. (A good resource on fair use/copyright is: <http://fairuse.stanford.edu/overview/fair-use/>.)
- Do not use the Summer Literacy name, logo or your Summer Literacy affiliation to endorse or promote products, opinions or causes.
- Do check that all links work before posting.

Expand Your Reach

- Follow The Duke Endowment and other Summer Literacy programs on all platforms to join in on existing conversations and to share the work and achievements of peer programs. Share, like, comment on and repost others' content.
- Tagging other community partners and The Duke Endowment can help maximize reach. **Facebook: @TheDukeEndowment**
Instagram: @dukeendowment
- Use hashtags to aggregate and expand the reach of conversations on each platform. The Duke Endowment recommends **#SummerLiteracy** for social media related to the initiative.



Endowment



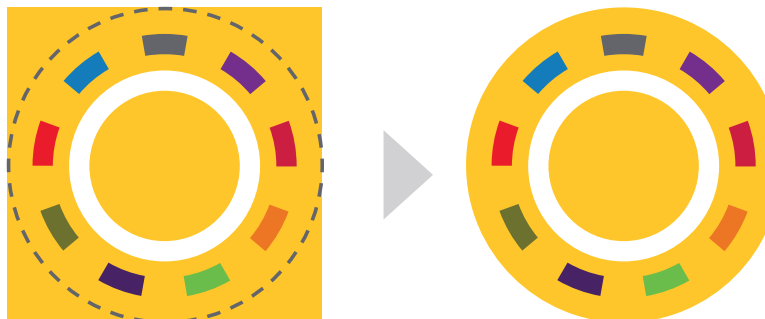
Congregation

Social Media

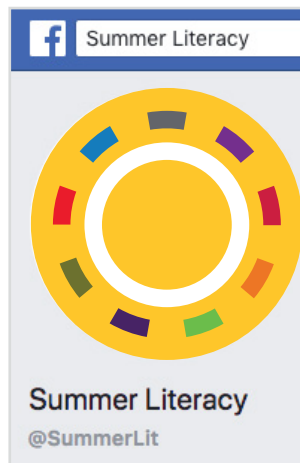
Avatar

For social media profiles and other applications where a digital avatar is needed, the book “sun” art should be used. Note, this is applicable only for congregation that are using Summer Literacy as the **primary brand**. Co-branded programs are not required to use the “sun” mark. This colorway allows for the Summer Literacy avatar to stand out while scrolling through a news feed, and pops against both light and dark user interfaces depending on the social platform.

Many social media sites automatically crop profile pictures to a circle. Logo art is available specifically for social media that has been properly sized to accommodate for circle cropping.



PROFILE PICTURE



CIRCLE CROP IN NEWS FEED



Summer Literacy Initiative Retreat

Annual Theme

The annual Summer Literacy Initiative Retreat features a theme and unique logo that is used throughout the calendar year (and sometimes consecutive years).

This theme is a rallying cry uniting all partners, and represents the current mindset and focus of the Initiative as it works within broader external realities.

COLOR



BLACK

