

Minds Matter National Brand Guidelines





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Introduction to “One Minds Matter”

Minds Matter National, Inc. is a family of chapters implementing instrumental programs to provide low-income, accomplished students with the resources, tools, and skills to succeed in college and beyond.

A brand is more than just a mark, and more than simply a name. A brand is the overall impression that an organization leaves on customers – in our case, the students, volunteers, sponsors, and the communities we serve. It should evoke emotion and serve as the face of an organization. The best brands in the world connect emotionally with their customers and deliver consistently upon a promise. Everything from how Minds Matter operates our program, how our volunteers represent themselves in our communities, and how we present the organization in communications and marketing materials delivers a message about our brand and who we are. Consistency and cohesiveness are two important pieces to remember as we continue strengthening the Minds Matter brand.

The Minds Matter Communications Guidelines have been revised to present a new communications platform of “One Minds Matter” to reinforce Minds Matter as a national brand. This messaging and alignment will enable the organization to build a strong, recognizable, national brand that will have significant impact on future marketing and fundraising efforts for the organization in its entirety.

As part of this communications platform, National is strongly encouraging the use of the below affiliation clause.

Minds Matter (city name) is a chapter of Minds Matter National, an academic mentoring organization serving accomplished high school students in low-income communities.

Should creative design and content permit, chapters are encouraged to use the clause on all program, fundraising, and marketing communications.

Please contact the National Communications Manager with any questions regarding the Brand Guidelines.

Ashley Donecker
Development & Communications
212.626.6554 (o)
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PURPOSE OF THE BRAND GUIDELINES

Why Brand Guidelines are Important to Building a Strong Brand Identity

Minds Matter is a uniquely positioned organization, one that shares a common mission but has the opportunity to deliver programs in ways most effective to our own local communities, students, and their families. Minds Matter National and our chapters are joined together through a common mission:

“To transform the lives of accomplished high school students from low-income families by broadening their dreams and preparing them for college success”

In keeping with “One Minds Matter,” the mission is not to be altered in any way. The only exception is when the mission is placed into a full sentence structure.

The purpose of the Brand Guidelines is to provide guidance for the cohesive implementation of the Minds Matter brand. The Brand Guidelines review identity standards and an applications system in two parts. The first part contains a group of “identity elements” specifically designed to identify the Minds Matter brand. The second part contains guidelines and examples specifying employment of the graphical elements that will support the strengthening of our brand. Finally, the guidelines also provide usable tools, including templates and tips to create effective outreach materials that align with the brand.

The communication of Minds Matter to our constituents - students, schools, parents, mentors, volunteers, donors, etc. - plays a significant role in their impression of our brand. Consistency is paramount to the success of the identity system as it will build brand equity. The end result will be an increased understanding of Minds Matter by the public and an opportunity for Minds Matter to increase its fundraising, marketing and PR success on both a local and national scale.

Below are the primary recommendations that should be considered when using all Minds Matter brand applications:

- Use only the original artwork for reproduction of marks.
- Printed images extracted from publications should never be used for scanning or paste-up when preparing graphics for application.
- Elements and marks may not be altered electronically or manually.
- Marks may not be stretched, outlined, given drop-shadows, or enclosed in shapes that appear to be an organic part of the element or mark.

Please contact Minds Matter National for the approval of all applications or with any questions.



PRIMARY LOGOS

Primary Mark

It is recommended that this logo be used as often as possible and in the forefront of all communications. In every instance possible, the combined Minds Matter blue crest and word mark must be used as the first option. The black and white marks should only be used when the clarity of the blue mark is compromised or when printing in single or two-color.

Full Color



Black & White



In most instances the Black and White copies of the marks are not transparent as they are not single color logos. When applying these marks on materials, the background on which it is being placed should not be seen through the logo. Refer to the diagram above as an example.



THE MINDS MATTER MARK

Secondary Marks

The following logos may be used when spacing and design constraints prevent use of the Primary mark. For example, when printing stationery envelopes it may be more appropriate to use the Secondary mark in place of the Primary.



In any instance where space is extremely restricted, one of the following logos may be used.



The Minds Matter logo may NOT be reproduced in colors other than those aligning with the brand and as indicated in the previous pages of this manual.

Please contact Ashley Donecker at ashley.donecker@mindsmatter.org with any questions or for print-ready artwork.



USE OF THE MINDS MATTER MARK

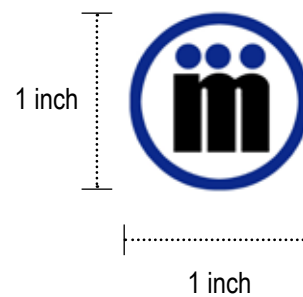
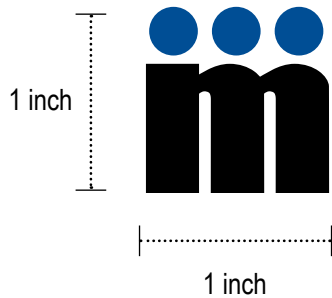
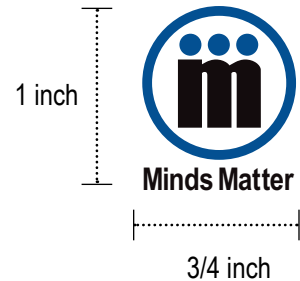
Reproduction of the Logo

In order to maintain a clean image, only electronic files and camera-ready art are to be used to create communications that include the Minds Matter mark. Do not attempt to re-create the logo, type, spacing, or styling as it will compromise its integrity.

Size Minimum

Using the logo in a size that is too small compromises its readability. Below is the minimum reproduction size of the Minds Matter mark. To change the size of the logo, drag the corner points to ensure the logo retains its equal height and width ratio.

Below are the minimum sizes in which the Minds Matter marks should be reproduced:



Separating the Minds Matter "M" and Word Mark

The "M" (in the circle) is the only element of the mark that may be used apart from the full logo. Whenever possible, the full color Primary Mark should be used to build recognition of the Minds Matter mark and brand.



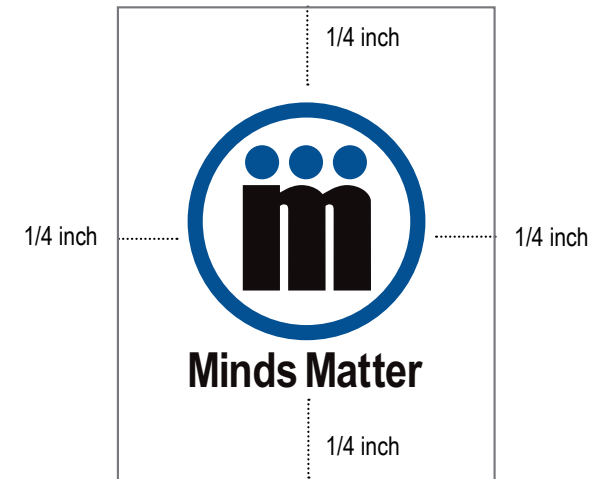
USE OF THE MINDS MATTER MARK

Clear Space

Adherence to the Clear Space standards provides for a consistent look to the marks, protects their proprietary nature, and is used to avoid unauthorized use.

A minimum distance is required between the mark and all other graphic elements, including the edges of materials. When using all Minds Matter marks, Primary and Secondary, the following guidelines should be followed. Within any graphic design:

- The marks should be placed in as visible a location as possible.
- The marks should be placed at least 1/4 inch away from the edges of materials to avoid improper cutting on print productions.
- The marks should have at least 1/4 inch of clear space around all of it's sides when utilized in communications.



Minds Matter Primary Mark with Clear Space guides
(other gray rectangle with dotted lines)



IMPROPER USE OF THE MINDS MATTER MARK

The success of the Minds Matter brand relies on the clarity and consistency with which it is implemented. The following examples illustrate potential unacceptable usage of the Minds Matter mark, and should be avoided at all times. This list is not exhaustive. Always use your best judgement. If ever a question about logo usage, please do not hesitate to contact the Marketing Director.



Minds Matter

DO NOT stretch

Minds Matter



DO NOT flip elements



Minds Matter

DO NOT rotate



Minds Matter

DO NOT skew

Minds Matter

DO NOT remove elements, unless as plain text



Minds Matter

DO NOT alter colors



Minds Matter

DO NOT alter fonts



Minds Matter

DO NOT alter proportions



Minds Matter

DO NOT use drop shadow



IMPROPER USE OF THE MINDS MATTER MARK



DO NOT create reflection or other effects



DO NOT crop



DO NOT put elements in clear space



DO NOT use at unreadable sizes



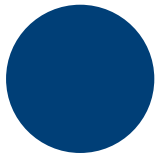
COLOR STANDARDS

Color chips are presented in Pantone, CMYK, RGB, and HEX (hexadecimal). These are the dominant colors for use in relevant Minds Matter applications. Regardless of color, it is important that all marks and text are legible, concise, and representative of the brand.

Pantone and CMYK are typically used in print production. RGB and HEX are commonly used for web-based or Microsoft Office documents (e.g., PowerPoint).

Here are a few helpful tips for using Minds Matter colors:

- Blue is the foundation color of the Minds Matter brand.
- Gray or any other colors should not be used alone (without Minds Matter blue) and should not dominate design in any way.



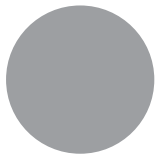
Minds Matter Blue

PANTONE 287

C:100 M:63 Y:0 K:41

R:0 G:56 B:150

HEX: #003896



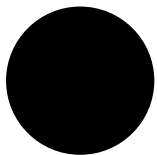
Minds Matter Gray

PANTONE Cool Grey 7C

C:41 M:33 Y:31 K:0

R:163 G:161 B:158

HEX: #A3A19E



Minds Matter Black

PANTONE Black

C:0 M:0 Y:0 K:100

R:0 G:0 B:0

HEX: #000000



FONTS

As part of the brand, Minds Matter has primary fonts that should be used in communications. The official Minds Matter font is Arial Narrow; due to the font style chosen, standard font size is 12 point. Additional fonts are as follows:

Arial Narrow - the official font of the brand

ARIAL NARROW

ARIAL NARROW

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial

ARIAL

ARIAL

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Black

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

- * Arial Narrow is a standard font. If it is not available for use in online communications, including e-newsletters, please substitute for Helvetica or Verdana.
- * When using fonts in design, limit the number of font families to two, and the total number of fonts used in a document to four or fewer. Be careful when using multiple fonts. Several at a time can be visually distracting and may sometimes appear as though it is a mistake. Instead, consider altering the font style (e.g., bold or italic).



All business correspondence should be conducted on the provided Minds Matter templates. The templates should not be altered in any way without approval from Minds Matter National. In any branding effort, cohesiveness and consistency are key to creating a strong, recognizable identity.

When creating additional correspondence, a direct mail campaign for example, it is important to keep the following recommendations in mind to ensure alignment with the Minds Matter brand:

- Always use the appropriate Primary Mark; the Secondary Mark is *only* an option when spacing limits usage of the Primary.
- The mark should never be separated into two parts, our name and the “M”.
- Provide enough clear space around each side of the mark (refer to page 8).
- Do not use the logo as a watermark or place it in the background of a document.
- Do not place text on top of the mark.
- Utilize official colors (page 11) and fonts (page 12) of Minds Matter.

Minds Matter chapters are strongly encouraged to share newly created correspondence with the Minds Matter National Development & Communications Director.

Letterhead

Minds Matter official letterhead is customized for each chapter, as shown on the following page. To maintain consistency and a professional appearance in all correspondence, chapters are encouraged not to design their own letterhead. Below are the only adjustments that may be made to the template, all of which must occur in the left hand column.

- Listing other Minds Matter chapters
- Naming the chapter’s Board of Directors and/or Executive Committee
- Recognizing other appropriate chapter staff / volunteers

Logo position, fonts, and colors may not be altered. Standard font size for composing the body of a letter is 12 point Arial Narrow.



CORRESPONDENCE

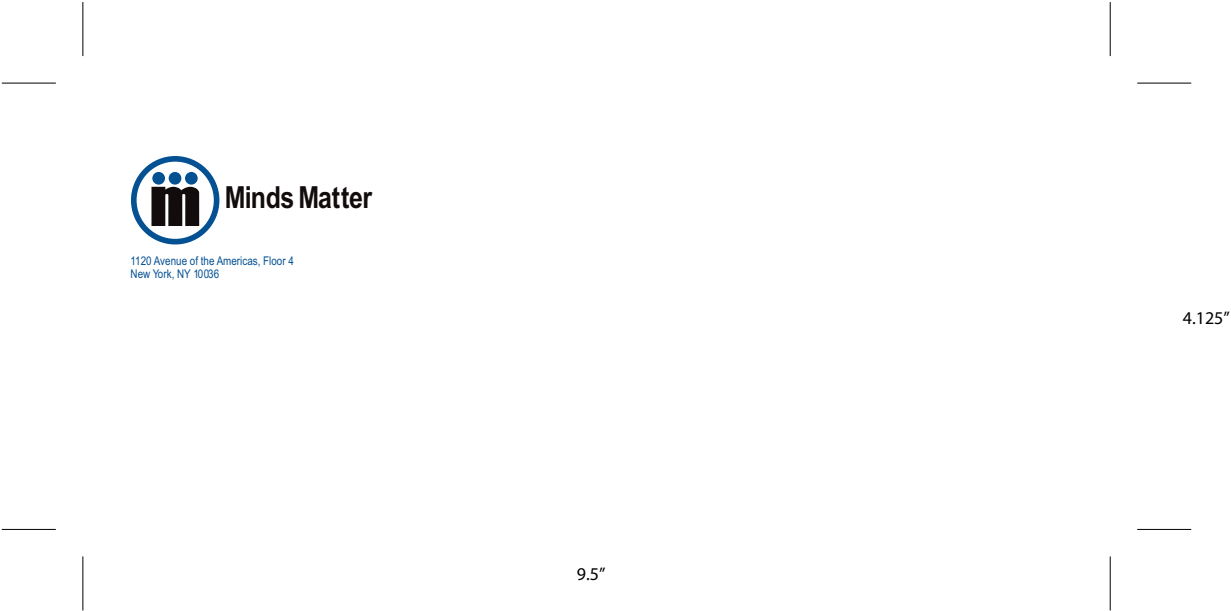
Envelopes



Pantone 287 C



Pantone 328 I C





CORRESPONDENCE

Letterhead

8.5"



Minds Matter

Boston
Chicago
Cleveland
Denver
Los Angeles
New York
Philadelphia
Portland
San Francisco
Seattle
Twin Cities

11"

1120 Avenue of the Americas, Floor 4, New York, NY 10036 P 212.868.6554 F 212.626.6586 www.mindsmatter.org



Pantone 28 7 C



Pantone Cool Gray 7 C



Pantone Black



EMAIL AND EMAIL SIGNATURES

An email signature is an easy and effective way to carry the Minds Matter brand identity to another facet of the organization, enabling all national and chapter communications to support the brand. Below is an example using Arial Narrow 12 point of how the Minds Matter email signature should appear in communications:

ASHLEY DONECKER

Development & Communications Manager

1120 Avenue of the Americas, 11th Floor

New York, NY 10036

P: 212.626.6554

F: 212.626.6554

ashley.donecker@mindsmatter.org

www.mindsmatter.org



Minds Matter

Please note the following when creating an email signature:

- You may add a sentence or link as necessary around fundraising events and other special opportunities specific to your chapter.
- Use Arial Narrow 12 point or Helvetica 12 point if the former is not available.
- Pay careful attention to the formatting; it should be consistent with how information is listed on all stationery (e.g., periods instead of dashes in telephone).
- Do not alter the signature, use it in color, or with a different font type or style.



PHOTO GUIDELINES

When ever possible, find a photographer who is willing to offer his/her time to take photos at your events and during program sessions. You may want to schedule a few days per year to take photographs or video for use in Minds Matter materials. Minds Matter National is always looking for images from chapters to use in national communications, from the Annual Report to the web site and e-newsletters. Please submit pictures regularly and in doing so keep the following in mind:

CAMERA PREPARATION

When preparing your camera, consider picture quality above all else. Most digital cameras have a “best” or “better” picture quality setting. Some will actually tell you that the picture quality is 3.1 M pixels, or 4.4 M pixels, or 5 M pixels. Any of these should work in most instances. 4.4 or higher is preferred. Less than 3.1 will be difficult to duplicate and use in publications. Dimensions of the pictures should be 1200 px by 1200 px or larger (normal 4.5x6 inch prints come out at 1800x1215) if possible. Please keep in mind that 8x10 images are the easiest to manipulate for use in creative materials.

Photographs that are prepared for use on the Internet are normally configured at 72 dpi (dots per inch). Photos with a resolution of less than 300 dpi cannot be included in printed documents. It is best to err on the higher side, because it is very easy to alter the dpi to a lower setting but nearly impossible to do the reverse.

EXPOSURE

Adjust the camera settings for the best exposure possible. Pictures that are too dark or too light can be hard to reproduce. When taking pictures of games with a non-digital camera use 800 speed film and set the camera to “action” mode.

SUBJECT MATTER

Photos of students writing, reading, working with their mentors, in the middle of a Capstone project, showing their diploma at graduation, or posing with classmates or mentors are great images for Minds Matter publications.

LABELING

Please label the photos as clearly as possible, rather than just assigning them the random number provided by the camera. Also, please indicate where and to whom a photo credit needs to be given.

SUBMISSION

Please share photos - at any time - with Minds Matter National by sending to the Development & Communications Manager at ashley.donecker@mindsmatter.org.



Minds Matter

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