



2018 Branding and Communications Cheat Sheet

CURRENT LOGO

*Individual logo for each chapter



CURRENT MISSION STATEMENT

We educate about American rights and responsibilities, honor acts of civic virtue, and challenge all to reject apathy and get involved.

CURRENT LETTERHEAD / MASTHEAD

*Individual logo for each chapter



PROGRAM TITLES

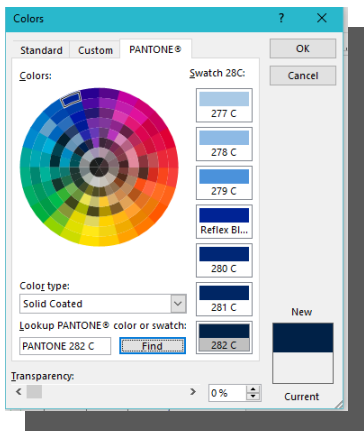
- ✓ Spirit of America –OR– SOA
- ✓ History Encounters
- ✓ Service Learning in Public Policy –OR– SLIPP
- ✓ Graduate and Professional Development Programs
- Graduate Workshops:* Traveling teacher programs
- Graduate Seminars:* On-campus teacher programs

FONT

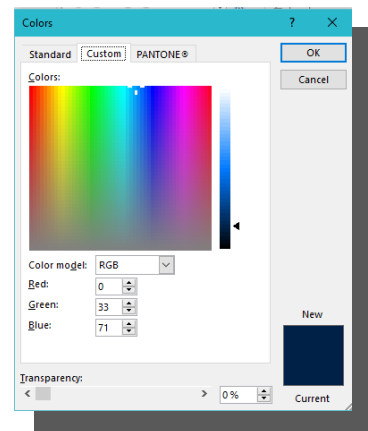
Media	Top Line <small>(i.e. headline, business card name)</small>	Content
*Print	BentonSans	BentonSans
*Email	BentonSans	BentonSans
*Website	BentonSans	BentonSans
Soc. Media	Default	Default
Letters	Georgia	Georgia
*Bus. Cards	Georgia	BentonSans

CORPORATE COLORS

COLOR	PANTONE			RGB			CMYK		
CATEGORY	C	R	G	B	C	M	Y	K	
Corporate Blue	282	0	33	71	100	82	10	64	
Teacher Gold	142	239	189	71	0	25	76	0	
Student Red	187	158	11	15	0	100	100	40	
Chapter Silver	Cool Grey 5	178	180	179	15	9	8	22	



EXAMPLE (LEFT) OF CORPORATE BLUE IN MS PUBLISHER'S PMS COLORS



EXAMPLE (RIGHT) OF CORPORATE BLUE IN MS PUBLISHER'S RGB COLORS

COVER PAGE FOOTER

FOOTER
COLOR CATEGORY
Corporate Blue
Teacher Gold
Student Red
Chapter Silver

JOIN TODAY!

Questions? Contact Louise:
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