Contents

03 Campaign Basics
04 Introduction
05 Sample Materials
06 Typography
07 Colors
10 Imagery & Photo Credits
11 Types of Materials & Sizes

12 Layout Specifications
13 From—To
18 Afterschool is changing that.
25 Student Outcomes
28 Testimonials
31 One-pagers & Factsheets
34 21st CCLC & Issue-Specific Materials
Campaign Basics
Introduction

This is Afterschool is a communications campaign that aims to educate influential decision-makers about the value of afterschool, especially 21st CCLC, and build their support for it.

The campaign provides state networks and partners with a collection of high-quality branded materials to help raise the profile of afterschool by showcasing convincing data, authentic imagery and compelling testimonials that demonstrate the impact of afterschool programs on kids, parents and communities.

About this guide

This style guide provides examples of campaign materials and specific guidance to help states and partners produce new or tailored assets. It includes details about fonts, color schemes, imagery and layout for different materials and formats. Applying the campaign style and elements consistently across all materials is critical for amplifying the brand and maximizing our reach!

Questions?

If you have questions about this guide or need help producing materials, contact afterschool@burness.com. You’ll also find more campaign resources and examples of localized materials at: http://afterschool.nptoolkit.org.
The campaign includes a variety of digital and print materials that can be tailored by states and shared across different platforms.
Typography

The *This is Afterschool* campaign features distinctive typography that must be used with all campaign materials.

**Bitter**

Use for headlines. Fonts can be downloaded [here](#).

**Libre Franklin**

Use for body copy. Fonts can be downloaded [here](#).

---

**Bitter**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

VWXYZabcdefghijklmnopqrstuvwxyz

vwxyz ‘?“!”(%)[#]{@}/&\+-×÷=>®©$€£¥¢:;,.*

**ACCEPTED WEIGHTS:**

- Extra bold
- Bold
- Semi-bold

**Libre Franklin**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

VWXYZabcdefghijklmnopqrstuvwxyz

vwxyz ‘?“!”(%)[#]{@}/&\+-×÷=>®©$€£¥¢:;,.*

**ACCEPTED WEIGHTS:**

- Extra bold
- Medium
- Bold
- Regular
- Semi-bold
- Regular
Colors

The colors utilized in this campaign are bright, playful and welcoming. Color is an important element that makes this brand recognizable and distinctive, so it is important to use this color palette in all campaign materials.

Secondary colors are slightly darker versions of the primary campaign colors. The secondary colors should only be used for quote cards and stacked banners to help emphasize the campaign name and tagline in the color block. See examples on page 24.

Secondary Colors

CMYK: 96, 3, 35, 12
RGB: 0,151,160
HEX: 0097A0

CMYK: 0, 51, 99, 0
RGB: 247,146,32
HEX: F7921E

CMYK: 82,12,70,1
RGB: 0, 60, 117
HEX: 00A176

CMYK: 93, 59, 21, 4
RGB: 6,100,148
HEX: 066494

CMYK: 0, 92, 74, 0
RGB: 251,54,64
HEX: FB3640

CMYK: 90, 41, 49, 16
RGB: 0,109,115
HEX: 006C72

CMYK: 2, 62,100, 0
RGB: 239,125,34
HEX: EF7D22

CMYK: 87,25, 76, 10
RGB: 0, 132, 95
HEX: 00835F

CMYK: 99, 71, 31, 13
RGB: 0, 79, 121
HEX: 004F79

CMYK: 13, 95, 82, 3
RGB: 206,49,58
HEX: CE313A
By 2025, 2 million STEM jobs will go unfilled due to lack of skilled candidates.

Afterschool is changing that.

This is Afterschool
Where kids gain STEM skills.

Typography Examples

**Bitter**
Use for headlines.

**Libre Franklin**
Use for body copy.

**Introduction**
1. **Libre Franklin Medium**
2. **Libre Franklin Extra-Bold**
   - This is used to emphasize an important detail, word or phrase, such as a statistic.

**Headline**
3. **Bitter Bold**
   - For “Afterschool is changing that” vertical banners, the headline is always stacked.

**Tagline**
4. **Libre Franklin Bold**
   - The tagline text is bolded for readability and in some formats may be placed over a photo.
Typography Examples

**Bitter**
Use for headlines.

**Libre Franklin**
Use for body copy.

**Introduction**
1. Libre Franklin Medium

**Attribution**
2. Name: Bitter Bold
   Title: Libre Franklin Regular

**Headline**
3. Bitter Bold

**Tagline**
4. Libre Franklin Bold

---

“My afterschool program helped me get organized for college and know what to expect.”

Anton Riley Burton
Afterschool Alumnus

This is Afterschool
Inspiring future leaders.
Imagery & Photo Credits

The This is Afterschool campaign should use high-resolution, in-focus photos (minimum 1000px wide for digital purposes and 2000px wide for print).

Select photos that reflect the topic(s) you are emphasizing, such as hands-on learning, teamwork, keeping kids safe, STEM or CTE. Find imagery that represents your state, community or program, including factors such as age, gender, and race and ethnicity of students served.

Use photos that show kids who are active and engaged in an activity. Avoid photos that have busy backgrounds and posed shots of kids who are not enjoying an activity or engaging with other people.

If you need help finding photos, check http://afterschool.nptoolkit.org or email afterschool@burness.com.

Photo Credits:
1. Be sure to give proper credit for all photos. Photos available at http://afterschool.nptoolkit.org that require a credit are tagged with this text (which must appear on the final product): Image(s) provided by The 50 State Afterschool Network.
The campaign includes a variety of formats for different purposes, including digital and print materials that can be used as leave-behinds for in-person meetings, shared across social media, posted on your website, promoted in newsletters, and shown on screen during plenary meeting sessions.

This page includes some examples of current materials and the sizes of each. Most materials can be adapted to different sizes. Please email afterschool@burness.com if you need materials that are not included in this guide.

<table>
<thead>
<tr>
<th>Social Media Graphics</th>
<th>Standup Banners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1600 x 900 (pixels)</td>
<td>33 x 80 (inches)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Postcards</th>
<th>Tabletop Banners</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 x 6 (inches)</td>
<td>11.75 x 21 (inches)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Posters</th>
<th>One-pagers</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 x 36 (inches)</td>
<td>8.5 x 11 (inches)</td>
</tr>
</tbody>
</table>
Layout Specifications
Layout Specifications

From–To
Layout Specifications

From—To
Vertical
Includes posters, standup banners and tabletop banners.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all posters and banners.

Note: Posters and banners are always paired with a photo.

Photos
1. The top photo should be of an afterschool student. The bottom photo should represent who the student could become in the future.
   Photo should be clear from distracting backgrounds and focus on the subject.

Headline
2. Spacing in the boxes should be equal on both sides.

3. The black tinted box should always be at 75% opacity.

Tagline
4. The bottom of photos usually have a dark gradient overlay so the white text is easier to read.

5. Use a photo credit, if applicable.
Additional Examples

From—To

Vertical

From Afterschool to Tech Team
This is afterschool. Inspiring future careers.
thisisafterschool.org

From Afterschool to Engineer
This is afterschool. Inspiring future careers.
thisisafterschool.org
Layout Specifications

From—To Horizontal

Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

**Note:** Social media graphics and postcards are always paired with a photo.

**Imagery**

1. The photo should be of an afterschool student. The right photo should represent who the student could become in the future.
   
   Photo should be clear from distracting backgrounds and focus on the subject.

**Headline**

2. Headline should be in the lower third of the graphic (below the subject matter and above the tagline.)

3. The black tinted box should always be at 75% opacity.

**Tagline**

4. The tagline is left aligned to the second part of the headline.
Additional Examples

From—To
Horizontal

This is afterschool. Where dreams are pursued.
MyFAN.org

From Afterschool to Entrepreneur

From Afterschool to Engineer

This is afterschool. Where kids gain STEM skills.

Image provided by The 50 State Afterschool Network.
Layout Specifications

Afterschool is changing that.
Layout Specifications

Afterschool is changing that.

**Vertical**

Includes posters, standup banners and tabletop banners.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all posters and banners.

*Note: Posters and banners are always paired with a photo.*

**Introduction**

1. There should be space around all sides of the text so it is easily readable.
   - The colored box should be roughly 45% of the graphic.

2. All text should be left aligned.

**Headline**

3. The black tinted box should always be at *75% opacity*.
   - The amount of space in the box should be equal on both sides of the text.

4. Use a photo credit when applicable.

**Tagline**

5. Use a dark gradient overlay for the bottom of photos to make the text easier to read.

---

Due to the skills gap, more than **2 million** manufacturing jobs will go unfulfilled.

**Afterschool**

*is changing that.*

This is Afterschool. Where careers are inspired.

*thisis afterschool.org*
Additional Examples

Afterschool is changing that.

Vertical

71% of young adults in Missouri can’t serve in the U.S. military because they are physically unfit, lack education or have a criminal record.

Afterschool is changing that.

More than 7 million students are chronically absent—and more likely to drop out of school.

Afterschool is changing that.

This is Afterschool.
Preparing kids for college and careers.

This is afterschool.
Building strong minds and bodies.

moafterschool.org

Image provided by The 50 State Afterschool Network.
Layout Specifications

Afterschool is changing that.

Horizontal (with side bar)
Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Introduction
1. There should be space around all sides of the text.
   The colored box should be roughly 30-35% of the graphic.
2. Text must be left aligned with “Afterschool” below.

Headline
3. The spacing in between the two boxes should be equal.
4. The black tinted box should always be at 75% opacity.
   The amount of space in the box should be equal on both sides of the text.

Tagline
5. The tagline should be left aligned to “is changing that.”

Logo
6. When creating materials for states, if possible, use a white version of logo.

By 2025, 2 million STEM jobs will go unfilled due to lack of skilled candidates.

This is afterschool. Where kids gain STEM skills.
Additional Examples
Afterschool is changing that.

Horizontal (with side bar)

Over 300,000 kids in Georgia are alone and unsupervised from 3 to 6 p.m., when juvenile crime and victimization peak.

Afterschool is changing that.

By 2020, there will be 1.4 million computing jobs open—fewer than one-third can be filled by U.S. computing graduates.

Afterschool is changing that.

This is afterschool.
Keeping kids safe.
afterschoolga.org

This is afterschool.
Preparing kids for college and careers.
Layout Specifications

Afterschool is changing that.
Horizontal (stacked boxes)
Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Introduction

1. There should be space around all sides of the text.
   The colored box should be roughly 50-60% of the graphic to accommodate the headline and body text.

2. All text must be left aligned.

Headline

3. “Afterschool is changing that” should be horizontally centered to the box with the spacing equal on both sides.
   The bottom box should be a secondary color that is a darker shade of the primary color used in the top box. Refer to page 7 for the HEX color reference.

Logo

4. When creating materials for states, if possible, use a white version of logo.

73% of young adults in South Carolina can’t serve in the U.S. military because they are physically unfit, lack education or have a criminal record.

Afterschool is changing that.
This is afterschool. Building strong minds and bodies.
Additional Examples

Afterschool is changing that.

Horizontal (stacked boxes)

Across America, 1 in 5 kids are alone and unsupervised from 3 to 6 p.m., when juvenile crime, victimization and drug use peak.

Afterschool is changing that.
This is afterschool. Promoting healthy futures.

When kids have no place to go after school, they miss out on opportunities to learn, parents lose 8 days of work, and businesses lose $300 billion a year.

Afterschool is changing that.
Helping families and our economy thrive.
Layout Specifications

Student Outcomes
Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Statement
1. Utilize white space around the introductory text.
   The colored box should be approximately 30-35% of the photo.

Headline
2. The spacing in between the two boxes should be equal.
3. Spacing in the box around “Afterschool” should be equal on both sides.
   The black tinted box should always be at 75% opacity.

Tagline
4. The tagline should be left aligned to “Afterschool.”
Additional Examples

Student Outcomes

Afterschool programs are proven to help young people build skills employers demand: teamwork, communication, problem-solving and critical thinking.

This is Afterschool

Helping kids reach their full potential.

Teens who are supervised after school are less likely to skip class or use drugs than teens who are unsupervised.

This is Afterschool

Proven to help youth avoid substance abuse.
Layout Specifications

Testimonials
Layout Specifications

Testimonials
Includes social media graphics and postcards.

To maintain the strength of the brand, it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Statement & Attribution
1. There should be space around all sides of the text.
   The colored box should be roughly 50-60% of the graphic to accommodate the headline and body text.

2. All text must be left aligned.

Headline
3. “This is Afterschool” should be horizontally centered to the box with the spacing equal on both sides.
   The headline should also be left aligned to the statement and attribution.
   The bottom box should be a secondary color that is a darker shade of the primary color used in the top box. Refer to page 7 for the HEX color reference.

4. Use a photo credit, if applicable.
Additional Examples
Testimonials

Robert Cobb is giving back. With help from an afterschool program in Chattanooga, Tenn., he’s become the first in his family to go to college and now mentors students in the afterschool program he once attended.

“I in afterschool I found my passion to mentor kids with disabilities.”

Harli Jo Mckinney
Youth Ambassador, Class of 2018
Stratford, Oklahoma

This is Afterschool
Helping students succeed.

This is Afterschool
Helping young people thrive.
Layout Specifications

One-pagers & Factsheets
Layout Specifications
One-pagers & Factsheets

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all one-pagers and factsheets.

Note: One-pagers and factsheets always include at least one photo. The size of the photo(s) can vary.

Imagery and Headline/Tagline
1. Carefully select a banner image that represents your demographic and issue. See tips about imagery on page 12.
2. It is acceptable to have a bit more space on the left side of the colored box so the text isn’t too close to the edge for printing purposes.

Color Specifications
3. Although this factsheet is for a specific state, campaign colors and fonts are utilized for consistency.
4. Varying tints of campaign colors are acceptable only on factsheets.

Learning doesn’t just happen in school. For students in elementary through high school, more than 80 percent of their time is spent learning outside of school—at afterschool and summer programs, in libraries, museums, science centers, at home or in the community. Fewer than 20 percent of their 16 waking hours are spent in school.

Afterschool programs engage young people in enriching learning experiences that help them realize their full potential. Afterschool also gives parents peace of mind and helps them be more productive on the job. In Michigan, more than 210,000 children and teens are enrolled in afterschool, but 625,000 more are waiting for an available program.

Afterschool programs are proven to help kids:
- Boost school day attendance
- Improve work habits and grades
- Make better decisions
- Have higher graduation rates
- Explore career paths and gain workforce skills

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Source: The LIFE Center’s Lifelong and Lifewide Diagram.

Parental concerns about afterschool care result in missed work time and lost productivity that costs U.S. businesses up to $300 billion annually. Among Michigan parents:

2 in 3 say afterschool helps them keep their jobs

9 in 10 support public funding for afterschool programs
Afterschool STEM offers unique and essential supports.

Unmet Demand for Afterschool in Idaho

For every Idaho student in afterschool, 5 more would participate if a program were available.

Support for afterschool is overwhelming and demand is growing. Nationwide, 9 in 10 adults say afterschool programs are important to their community—and more than 19 million kids are waiting to get in. Decades of research prove afterschool helps kids reach their full potential.

Afterschool and summer STEM learning programs will help students explore their interests, build skills, connect with mentors, and prepare for jobs in growing fields like health care, information technology, and cybersecurity.

Jobs in science, technology, engineering, and mathematics (STEM) fields power our economy and fuel shared prosperity among our society. Learning in afterschool and summer STEM learning programs will help students develop the skills and resources to explore the STEM fields.

Funding for programs is a major barrier to getting more kids in afterschool. Be a voice for afterschool science, technology, engineering, and math education today! Afterschool STEM helps build a stronger community.

For students in elementary through high school, more than 80% of their time is spent learning outside of school—at afterschool and summer programs, in libraries, museums, science centers, or at home or in the community. Just 20% of their 16 waking hours are spent in school.

For more information, visit afterschoolalliance.org/afterschool-STEM.
Layout Specifications

21st CCLC & Issue-Specific Materials
Layout Specifications

21st CCLC & Issue-Specific Materials

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all materials.

Note: Materials always include at least one photo. The size of the photo(s) can vary.

Imagery and Headline/Tagline
1. Issue area is listed in all caps above the title. Make sure there is enough margin between the issue area and title.
2. Carefully select a banner image that represents your demographic and issue. See tips about imagery beginning on page 12.
3. The title box reflects the style of the quote cards. See page 21 for further reference.

Composition
4. Make sure there is enough white space for the content to breathe.

Program Profile

ourBRIDGE for Kids

ourBRIDGE for KIDS (ourBRIDGE) is a 21st Century Community Learning Center site that serves 83 percent English language learners (ELL) and 100 percent of its students are from low-income families. This afterschool program helps students build English fluency, gain self-confidence and improve their academic performance. It also serves as a critical resource for ELL students' families, offering supportive services and engaging them in their children's education.

Like other afterschool programs across the U.S., ourBRIDGE is uniquely positioned to serve both ELL students and their families. Nationwide, there are more than 4 million ELL students who attend public schools and receive language assistance, such as bilingual education and High Intensity Language Training. This growing and diverse population faces myriad challenges and needs a coordinated system of support to help them build literacy skills and thrive.

Outcomes

During the 2015-2016 school year, 95 percent of teachers saw improvement in ourBRIDGE students' homework help and tutoring. The staff to student ratio is 1:2-3. After homework help, students gather as a full group to discuss upcoming events, including field trips and activities, with visuals to illustrate the information provided. During this time, students practice their listening and communication skills. Students then break out into smaller groups, working on student-driven projects focused on themes from astronomy to kindness. At the end of the program, ourBRIDGE transports students home.

A typical day for ourBRIDGE students

Students are picked up from school and taken to the program where they meet staff and enjoy a family-style meal. Next, students head outside for recreation before returning for homework help and tutoring. The staff to student ratio is 1:2-3. After homework help, students gather as a full group to discuss upcoming events, including field trips and activities, with visuals to illustrate the information provided. During this time, students practice their listening and communication skills. Students then break out into smaller groups, working on student-driven projects focused on themes from astronomy to kindness. At the end of the program, ourBRIDGE transports students home.

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Hope, Help and a Safe Place Where I Could Thrive

By Susanna Pradhan
Afterschool Alumna

This is Afterschool

My Afterschool Story

In 1998, I was born to a Bhutanese refugee family in Sanischare Camp in Eastern Nepal. As refugees, we were isolated from the rest of the world and deprived of our basic rights. We were abused at work, making less than a dollar a day.

Growing up in the slums of Nepal, my only hope for a better future was through education. My father was a teacher and my mother the pharmacist, albeit an informal one, in our camp. My parents were respected individuals in our camp and from a young age I wanted to become a respected individual as well. Seeing my mother cure the sick sparked my interest in the medical field. I dreamed of becoming a doctor and carrying on my mother’s healing work.

Everything changed when my family was given the chance to come to the United States. After a lengthy process, we arrived in Charlotte, NC, in April of 2009. In August, I started my first school in America as a sixth grader at Eastway Middle School.

My transition from Nepal to the U.S. was extremely difficult. The language barrier and the culture shock almost felt tangible. In sixth grade, I was bullied because I did not fit the “mold” the other student were expecting. This harassment took quite a toll on me and left me ashamed of my culture, my family, our lack of English proficiency, and how we were not “American” enough.

Gradually, however, I started to rediscover my identity. The ourBRIDGE for KIDS program, which is a non-profit afterschool organization that helps tutor immigrant and refugee students, was pivotal in helping me find my identity in an unfamiliar place. The program helped me improve in English and other school subjects and exposed me to extracurriculars and different aspects of American culture through field trips and camping. It provided me a safe space where I could thrive academically and socially without fearing judgement from others.

Although I only attended for two years, this program taught me one of the most valuable lessons in my life: to accept and embrace myself. My diverse background and identity is something that distinguishes me and allows me to have a unique perspective. I don’t have to assimilate and give up any part of myself in order to become successful.

In pursuit of this success, I have been involved in many activities in and out of school throughout the past few years. I have experienced firsthand how effective ourBRIDGE is in assisting young immigrant students during their most critical years of growth, so for the past few years I have been volunteering as an assistant tutor and translator. I’ve also made it my goal to go back and volunteer this summer and every summer while I am in college.

This program taught me one of the most valuable lessons in my life: to accept and embrace myself.