# TABLE OF CONTENTS

1. OVERVIEW .......................................................... 4  
   a. Introduction ...................................................... 4  
   b. Brand Overview ................................................. 6  

2. VISUAL IDENTITY ............................................. 7  
   a. Logo ............................................................... 7  
   b. Tagline ............................................................ 10  
   c. Colors ............................................................... 11  
   d. Fonts and Typography ........................................... 13  
   e. Photos .............................................................. 15  
   f. Iconography for Social Media .................................. 18  
   g. Sizes for Web .................................................... 19  
   h. Templates .......................................................... 21  

3. MESSAGING ......................................................... 23  
   a. History, Mission, and Vision .................................... 23  
   b. Barbara Bush Quotes ............................................. 24  
   c. Editorial Style ..................................................... 25  
   d. Social Media Guidelines ......................................... 26  
   e. Tone and Voice .................................................... 27
Improving Lives Through the Power of Literacy
IMPORTANCE OF HAVING A STRONG BRAND

A brand sets the stage for how an organization is perceived among its key stakeholders. The brand experience is the sum of their expectations, experiences, and perceptions about our organization. It’s also our promise to the community and how that promise is cohesively and clearly expressed through various communications.

Having a strong brand for the Barbara Bush Houston Literacy Foundation (BBHLF, or the Foundation) is essential to help the organization achieve its mission.

HOW TO USE THE BRAND GUIDELINES

These guidelines outline how to portray the Foundation’s brand. They are intended to guide the look and feel of our brand graphically and how it is spoken and written about editorially in all communications.

If you have any questions about these guidelines or need access to the resources referenced, please contact media@BushHoustonLiteracy.org.
“If you help a person to read, then their opportunities in life will be endless.”

— FIRST LADY BARBARA BUSH
Overview

BRAND OVERVIEW

Brand Promise
The Barbara Bush Houston Literacy Foundation works diligently to increase awareness, mobilize volunteers, contribute research and innovation, and invest in community impact.

Through our initiatives, we envision a thriving city in which every person possesses the literacy skills needed to reach his or her full potential in life, and the cycle of low literacy and poverty among families comes to an end.

Attributes
Attributes are keywords that further describe how we want audiences to feel, what we want them to think about us, and what we encourage them to do through the brand experience.

Education  Inspiration  Potential  Trusted
Empower  Integrity  Reading  Volunteerism
Engagement  Leader  Respected  Writing
Facilitator  Literacy  Service
Fulfillment  Opportunity  Speaking clearly
Impact  Personal fulfillment  Thinking critically
The logo is an important part of the brand, and it should be reflected consistently throughout all materials. Following are acceptable ways to use the BBHLF logo:
INCOMPLETE USE OF LOGO

It is important to preserve the original and consistent look of the logo to represent the brand. Following are unacceptable ways of reproducing the BBHLF trademark and signature:
Visual Identity

SECONDARY LOGOS AND GROUP NAMES

Connect4Literacy.org is Houston’s volunteer platform for people who want to experience the power of service to the community and become a point of light, working to solve one of our most critical issues—low literacy—by volunteering as an individual, as a team, or in conjunction with your company. When writing about Connect4Literacy.org, do not refer to it as “Connect 4 Literacy,” since it is an Internet-based tool. Additionally, do not use a stacked version of the logo (as shown to the right). Do use the color palette specified below.

PMS 293 C
CMYK: C: 100 M: 69 Y: 0 K: 4
RGB: R: 0 G: 88 B:164
HEX: #0057a4

More Than Letters is a blog that creatively offers a deeper look into the power of literacy. Among the many highlights are a gallery of unique stories from a diverse group of Houstonians who share their personal perspectives on how literacy has impacted their lives. More Than Letters also features articles about the work of our amazing literacy partners, includes downloadable resources for parents and educators, and shares the latest Barbara Bush Houston Literacy Foundation news and research.

The Foundation hosts A Celebration of Reading, an inspirational event featuring a memorable evening hosted by the Bush family where Pulitzer Prize-winning and national bestselling authors bring their work to life. The event benefits the Barbara Bush Houston Literacy Foundation and the Barbara Bush Foundation for Family Literacy.
The Barbara Bush Houston Literacy Foundation Young Professionals Group (YPG) supports the Foundation’s mission by providing ways for its members to READ. LEAD. SERVE. The YPG brings together the passion and philanthropic drive of many local service-driven individuals who are eager to volunteer and advocate for the continuing improvement of children’s literacy.

To continue the literacy legacy of First Lady Barbara Bush, the Ladies for Literacy Guild (or Ladies for Literacy) was created in 2015. With 100 Founding Members, this dynamic group of service-oriented women is committed to building home libraries for low-income children, community engagement, and raising awareness of the literacy cause through an annual Power of Literacy Luncheon.
TAGLINE

Improving Lives Through the Power of Literacy

The BBHLF tagline is a distillation of its full mission statement and represents the intent of the organization. It should be used in instances where there is sufficient space and/or reason to share the organization’s topline story.
Visual Identity

PRIMARY COLORS

As the first colors to represent the brand, the Foundation’s primary colors are one of the most distinctive elements associated with its visual identity. The following color palette should be used:

PMS 293 C
CMYK: C: 100 M: 69 Y: 0 K: 4
RGB: R: 0 G: 88 B:164
HEX: #0057a4

PMS Cool Gray 11 U
CMYK: C: 40 M: 30 Y: 20 K: 66
RGB: R: 71 G: 76 B: 85
HEX: #474b55
SECONDARY COLORS

The following secondary colors help to support and complement the primary color palette:

PMS 143 C
CMYK: C: 0 M: 30 Y: 89 K: 0
RGB: R: 253 G: 185 B: 54
HEX: #fdb935

PMS 7597 C
CMYK: C: 0 M: 84 Y: 78 K: 6
RGB: R: 226 G: 76 B: 61
HEX: #e14b3d

PMS 7745 C
CMYK: C: 50 M: 1 Y: 100 K: 4
RGB: R: 135 G: 188 B: 60
HEX: #9fb33a

PMS 298 C
CMYK: C: 91 M: 0 Y: 0 K: 0
RGB: R: 0 G: 179 B: 240
HEX: #25b0e6
Visual Identity

PRIMARY TYPEFACE

For email, PowerPoints, Word documents, and other uses, the preferred font is Calibri 12 point for body copy and 18 point for headings.

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
In addition to the primary typeface, the secondary typefaces can be leveraged as a natural complement for published materials and internal uses.

**Times Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Times Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
PHOTOS

Below are examples of brand-approved purchased stock and captured images. These photos can be accessed by contacting media@BushHoustonLiteracy.org.

Sample Images Representing the Foundation

Young Professionals Group
PHOTOS

Barbara Bush
Below are examples of brand-approved photos of Mrs. Bush for communicating on behalf of the BBHLF.

Images of Volunteers
Photos such as these can be used when highlighting the efforts of volunteers.

General Guidelines for Photography
- At events, please capture no more than 4 people in a photo.
- No drinks or nametags.
- If using photos for media submissions, get the name and zip code of individuals.
Visual Identity

PHOTOS

Leadership
The photos on this page can be used when messages from the organization’s leadership are essential.

Neil Bush: Chairman
Maria Bush: Vice-Chair

Dr. Julie Baker Finck or Julie Baker Finck, Ph.D.
(Do not use Dr. and Ph.D. at the same time as it is redundant.)
President

José Paulo Calvillo
Director of Operations

Kristen Stubbs
Chief Development Officer
Visual Identity

ICONOGRAPHY FOR SOCIAL MEDIA

Social Media
Always use the following hashtag: #BushHoustonLit

facebook.com/BushHoustonLiteracy

twitter.com/BushHoustonLit

instagram.com/bushhoustonlit

youtube.com/user/bushhoustonlit

linkedin.com/company/barbara-bush-houston-literacy-foundation

pinterest.com/bushhoustonlit
IMAGE SIZES FOR WEB

Banner size

For image on the top banner, choose a selection that is at least 1500px wide.
Pay attention to cropping and remember that images with people can result in awkward adjustments to heads and bodies.

Social media

Facebook: 1200 x 628
Twitter: 1200 x 628
Instagram: 1080 x 1080
YouTube: 1280 x 760
LinkedIn: 974 x 330
Pinterest: 222 x 150
Visual Identity

INCORRECT WAY OF POSTING THE BANNER

OUR MISSION

The mission of the Foundation is to improve the quality of life for Houstonians of all ages through the power of literacy—the ability to read, write, speak clearly, and think critically.
Visual Identity

TEMPLATES

The following templates have been created for communicating about the BBHLF. These templates are available for use by contacting media@BushHoustonLiteracy.org.

Microsoft Word

Microsoft PowerPoint
Visual Identity

TEMPLATES

LOREM IPSUM DOLOR SIT AMET
Quisque volutpat nibh ac neque viverra imperdiet
Lorum ipsum dolor sit amet, consectetur adipiscing elit. Quisque volutpat nibh ac neque
viverra imperdiet. Sed auctor nunc hendrerit accumsan eleifend. Suspendisse lobortis nunc
sit amet venenatis rhoncus. Sed justo turpis, tempor in venenatis nec, lobortis bibendum
ante. Pellentesque vel dolor odio. Nulla efficitur ipsum quis turpis malesuada, vitae finibus
quam congue. In scelerisque, lectus sed sagittis venenatis, magna enim placerat tellus, vitae
fermentum lorem eros vitae urna. Curabitur faucibus massa vel neque sodales aliquam.
Vivamus nec rhoncus est.
Pellentesque vel dolor odio. Nulla efficitur ipsum quis turpis malesuada, vitae
finibus quam congue. In scelerisque, lectus sed sagittis venenatis, magna
enim placerat tellus, vitae fermentum lorem eros vitae urna. Curabitur
faucibus massa vel neque sodales aliquam. Vivamus nec rhoncus est.

--- PELLentesque vel dolor odio. ---

Lorem ipsum dolor sit amet
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis
egestas. Suspendisse vitae hendrerit nibh, ut consequat ligula. Etiam volutpat ex sit amet
magna tempor cursus. Donec lacinia elit in mauris tempor pellentesque. Duis et
condimentum enim. Mauris at aliquet enim. In eleifend nunc lacinus, eu pharetra augue
sodales in. Vestibulum scelerisque mattis arcu, quis malesuada dolor egestas sit amet.
Donec efficitur lacinia eros at pellentesque. Sed ullamcorper ac arcu vitae facilisis
euismod nec. Sed a tortore sed libero varius pretium. Vestibulum vel congue tortor.
Pellentesque sed mauris nunc.

Julie Baker Finck, Ph.D.
PRESIDENT
julie@bushhoustonliteracy.org
7887 San Felipe Street, Suite 250
Houston, Texas 77063
346.212.2308
www.bushhoustonliteracy.org

BARBARA BUSH HOUSTON LITERACY FOUNDATION
7887 San Felipe Street, Suite 250
Houston, Texas 77063

Letterhead

Envelope

Business Card
KEY MESSAGES

History
In 2013, Neil and Maria Bush established the Barbara Bush Houston Literacy Foundation in response to the need to deepen the awareness of and intensify services and support for the nation’s fourth-largest and most diverse city—Houston, Texas.

Mission
The mission of the Barbara Bush Houston Literacy Foundation is to improve the quality of life for Houstonians of all ages through the power of literacy—the ability to read, write, speak clearly, and think critically.

Vision
We envision a thriving city in which every person possesses the literacy skills needed to reach his or her full potential in life, and the cycle of low literacy and poverty among families comes to an end.

Key Roles for Impact

**INCREASE AWARENESS**
Serve as a champion for the literacy cause in Houston by communicating important and timely information to the community and implementing effective strategies to raise literacy as a priority for the city.

**MOBILIZE VOLUNTEERS**
Work diligently to expand the capacity of school districts, libraries, and community-based literacy service providers to serve people in need through volunteerism and service.

**CONTRIBUTE RESEARCH AND INNOVATION**
Conduct and publish local literacy-focused research and articles and serve as a thought leader across the community, sharing our knowledge and expertise with our diverse stakeholders.

**INVEST IN COMMUNITY IMPACT**
Tackle low literacy by uniting education, philanthropy, faith, government, business, health, civic, nonprofit community-based organizations, and citizens to have impact in geographic areas where there is the greatest need.

Houston Literacy Statistics

1 in 5
HOUSTON ADULTS ARE FUNCTIONALLY ILLITERATE

2 in 5
HOUSTON YOUTH FAIL READING AND WRITING EXAMS REQUIRED FOR GRADUATION ON FIRST ADMINISTRATION

1 in 4
HOUSTON CHILDREN DO NOT MEET MINIMUM READING STANDARDS AT GRADE 3

3 in 5
HOUSTON CHILDREN LACK READING-READINESS SKILLS WHEN ENTERING KINDERGARTEN
BARBARA BUSH QUOTES

“If you help a person learn how to read, then their opportunities in life will be endless.”

“Believe in something larger than yourself.”

“Every single thing would be better if more people could read, write, and comprehend.”

“Libraries have always seemed like the richest place in the world to me, and I’ve done some of my best learning and thinking thanks to them. Libraries and librarians have definitely changed my life and the lives of countless other Americans.”

“The home is the child’s first school, the parent is the children’s first teacher, and reading is the child’s first subject.”

“The American Dream is about equal opportunity for everyone who works hard. If we don’t give everyone the ability to simply read and write, then we aren’t giving everyone an equal chance to succeed.”

The above quotes are available for general use and should always be followed by this citation:

—FIRST LADY BARBARA BUSH
EDITORIAL STYLE

The Foundation uses an applied version of style based on the conventions of the American Psychological Association (APA). APA style is commonly seen in materials that communicate social or behavioral science research and/or practice. The BBHLF house style is further characterized by the nuances noted below.

Commonly Used Words and Correct Spellings

- nonprofit: one word; no hyphen
- benefiting: only one “t”
- website: one word
- email: one word

The Proper Use of Commas

Items in a series require a comma between the second-to-last and last items. For example:

Incorrect: We believe that reading, writing and personal fulfillment go together.
Correct: We believe that reading, writing, and personal fulfillment go together.

Proper abbreviations, acronyms, and stylistic concerns

- Connect4Literacy.org: include the “.org” or C4L
- Ladies for Literacy Guild: The Guild
- Young Professionals Group: YPG
- The Barbara Bush Houston Literacy Foundation: the Foundation
- Celebration of Reading Houston—Refers to Houston and National Organization
- Houston Celebration of Reading: HCOR
- Jungle Book Gala: always bold and italicized
- Life Without Literacy
- Houston’s Literacy Crisis: A Blueprint for Community Action: The Blueprint

Additional items:

- Use “low” literacy instead of “illiteracy.”
- Our army of volunteers serves as points of lights in the community.
- We believe that everyone should be able to reach their God-given potential, and they can’t possibly do that if they cannot read or write.
SOCIAL MEDIA GUIDELINES

Maintaining the Foundation’s brand image online goes beyond the website and includes how the brand is perceived through social media channels. Social media can be a powerful tool for sharing information about the organization and its efforts.

Social channels should be utilized to promote the organization, its key roles, and ongoing impact. As appropriate, staff and volunteers are also encouraged to post information about the Foundation on third-party and partner social media channels.

Below are basic guidelines when using social media to build awareness about the Foundation.

• Follow editorial guidelines set forth by the Foundation in this document. For example, since social media communications are more informal, it is appropriate to speak from the first-person plural perspective.
• Utilize #BushHoustonLit or other suggested hashtags (e.g., #CelebrateReading) when posting information about the Foundation to owned social media channels and other third-party outlets.
• Information posted about the Foundation should be positive, engaging, authentic, and add value to the online conversation about literacy.
• Refrain from comments that can be interpreted as demeaning, inflammatory, political, etc.
• Always give people proper credit for their work and make sure the Foundation has the right to use something with proper attribution before publishing on social media.
• Do not share confidential or proprietary information about the Foundation or its volunteers, partners, or funders via social media.
• Be timely in updating social media channels with new Foundation and partner developments and responding to information requests from followers.
• Do not do anything on social media channels that reflects poorly on the Foundation, its staff, partners, or funders.
• Be sure to continue to monitor social media channels for posts and comments individuals make in response to or about the Foundation.

Examples of posts and tweets
Interested in learning more about the Foundation? Visit www.BushHoustonLiteracy.org/#BushHoustonLit

Check out new literacy resources: www.BushHoustonLiteracy.org/ (bit.ly link) #BushHoustonLit
Because the majority of the Foundation’s communications are with professional audiences, its tone and voice are typically more formal. For this reason, most of the organization’s communications are written from a third-person perspective.

**CORRECT:** The Foundation wants its volunteers to benefit from their time in schools working with children.

**INCORRECT:** All of us want you to get a lot out of your time in schools with kids.

When writing for an audience that the organization knows more closely, it is permissible to speak from a first-person plural perspective and address the audience in second-person, but the tone is never casual.

**CORRECT:** We want you to benefit from your time in schools working with children.

**INCORRECT:** I want you to get a lot out of your time in schools with kids.
“If you help a person to read, then their opportunities in life will be endless.”
— FIRST LADY BARBARA BUSH