THE freedom STORY

BRAND & STYLE GUIDE

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The Design Guidelines

These guidelines describe the visual and verbal elements that represent The Freedom Story's brand and voice. Having a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization.

These guidelines reflect The Freedom Story's commitment to quality, consistency, and style.

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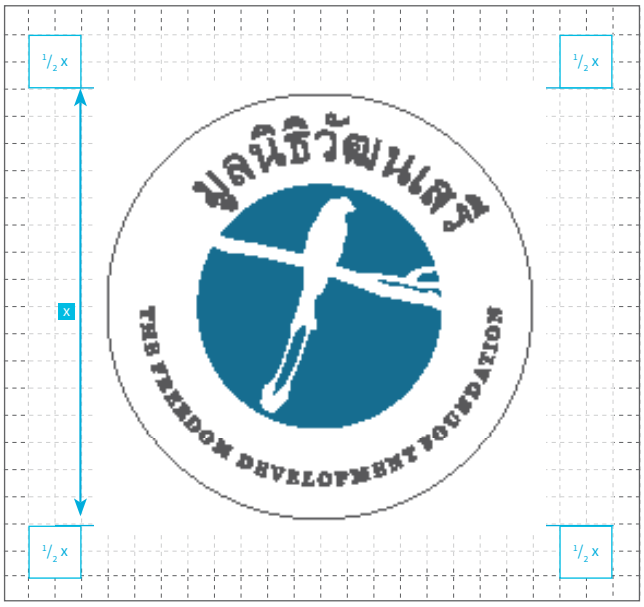
Our Logos

Our logo is the key building block of our identity, the primary visual element that identifies us. We adhere to these following standards.



Clearspace

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2)

Do Not:

– Invert the logos
– Alter the logos
– Never change the proportions of the logos vertically or horizontally or alter the appearance in any way

Our Logos on a Background

The Logo Dark Version will be used when the background color is white or a light colored. The same applies for the Watanaseree logo.

The Logo Light Version will be used when the background color is a bright or dark colored. The same applies for the Watanaseree logo.

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency.

Minimum Logo Sizes

THE FREEDOM STORY

Minimum Size:
20mm x 10.45mm

WATANASEREE

Full Logo Minimum Size:
30mm x 30mm

Icon Minimum Size:
20mm x 20mm

Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications. We have selected Proxima Nova and DK Dropdead Gorgeous as the primary and secondary typefaces for The Freedom Story.

PRIMARY FONT

PROXIMA NOVA

THE FONT

Proxima Nova is a geometric sans-serif typeface distributed by TypeKit. It is not open source, but we have the original font file located in Box.com.

TYPE EXAMPLES

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § $ % & / ( ) = ? ` ; :
¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ / ø π • ± ‘
æ œ @ Δ º ª © ƒ ð , å ¥ ≒ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

FONT DOWNLOAD LINK

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Secondary Typography

SECONDARY FONT

DK DROP DEAD GORGEOUS

THE FONT

DK Drop Dead Gorgeous is a heavy brush font to empasis the storytelling aspect of the work we do.

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

FONT DOWNLOAD LINK

thesoldproject.app.box.com/files/0/f/8660908445/Fonts

Typography Hierarchy

Typographic hierarchy is another form of visual hierarchy that presents lettering so that the most important words are displayed with the most impact and contrast.

Headlines - H1

HEADER

Proxima Nova Bold - Regular Case
70pt Type / 60pt Leading / 0 Tracking

Headlines - H2

Secondary Header

Proxima Nova Bold - Regular Case
40pt Type / 36pt Leading / -25 Tracking

Headlines - H3

THIRD HEADER

Proxima Nova Bold - Capital Letter
24pt Type / 28pt Leading / 100 Tracking

Sublines
Sections - H4

HEADLINE FOR SMALLER HEADERS

Proxima Nova Bold - Capital Letters
14pt Type / 18pt Leading / 100 Tracking

Copy Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean hendrerit elementum facilisis. Pellentesque eget condimentum nibh. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Proxima Nova - Light and Regular, depending on the usage
11pt Type / 18pt Leading – 14pt Type / 22pt Leading - depending on the case

Caption Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Proxima Nova Reulgar – 9pt Type / 12pt Leading

Blog Style Guidelines

In order to maintain a consistent look to our articles, we recommend the following style guides.

Headlines - H2

Blog Title

Proxima Nova - Regular Case
40pt Type / 36 pt Leading / -25 Tracking

Sublines
Sections - H4

HEADLINE FOR SUBHEADERS

Proxima Nova Bold - Capital Letters
14pt Type / 20pt Leading / 100 Tracking

Copy Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean hendrerit elementum facilisis. Pellentesque eget condimentum nibh. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Proxima Nova - Light and Regular, depending on the usage
11pt Type / 18pt Leading – 14pt Type / 22pt Leading - depending on the case

Blockquote

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean hendrerit elementum facilisis.

Proxima Nova - Light Italic
17pt Type / 24pt Leading

Featured Image:
500px x 250px

Color System

Consistent use of these colors will contribute to the cohesive and harmonious look of The Freedom Story and Watanaseree brand identity across all relevant media.

BLUE

COLOR CODES

CMYK : C078 M037 Y000 K024
Pantone : Solid Coated 660 C
Solid Uncoated 2144 U

RGB : R043 G122 B194
Web : #2B7AC2

MEDIUM BLUE

COLOR CODES

CMYK : C079 M038 Y000 K045
Pantone : Solid Coated 7685 C
Solid Uncoated 294 U

RGB : R029 G081 B141
Web : #1d578d

DARK BLUE

COLOR CODES

CMYK : C072 M035 Y000 K066
Pantone : Solid Coated 534 C
Solid Uncoated 281 U

RGB : R024 G056 B086
Web : #183856

Secondary Color System

YELLOW

COLOR CODES

CMYK : C0 M20 Y100 K0
Pantone : Solid Coated 7405 C
Solid Uncoated 108 U

RGB : R255 G204 B000
Web : #FFCC00

ORANGE

COLOR CODES

CMYK : C0 M57 Y86 K5
Pantone : Solid Coated 7578 C
Solid Uncoated 152 U

RGB : R242 G103 B33
Web : #f26721

PINK

COLOR CODES

CMYK : C0 M92 Y62 K13
Pantone : Solid Coated 2040 C
Solid Uncoated Strong Red U

RGB : R222 G17 B84
Web : #de1154

LIGHT GREEN

COLOR CODES

CMYK : C12 M0 Y69 Y16
Pantone : Solid Coated 2298 C
Solid Uncoated 381 U

RGB : R189 G214 B66
Web : #bdd642

GREEN

COLOR CODES

CMYK : C57 M0 Y61 K32
Pantone : Solid Coated 361 C
Solid Uncoated 361 U

RGB : R75 G173 B68
Web : #4bad44

Editorial Style Guide

In order to maintain a consistent style for our voice, we recommend the following writing guidelines.

Associated Press Stylebook:
www.codot.gov/business/grants/safetygrants/documents/APStyleGuideCheatSheet.pdf

Grammar and Punctuation

We follow AP Stylebook conventions. (We deviant in some ways, e.g. we use the Oxford Comma.) See the Rules and Common Questions sections below or consult the AP Stylebook overview here. If you run across an issue not addressed in this style guide, Google it with AP Style (e.g. “do I capitalize Parliament using AP Style?”), or check out the AP Stylebook at your local library.

RULES

Rule #1 Use American, not British English.

Right (Do this):
“Our previous colors were red and black, but we’ve decided our new favorite color is blue.”

Wrong (Don’t do this):
‘Our previous colours were red and black, but we’ve decided our new favourite colour is blue’.

Rule #2 Use the Oxford Comma. (We differ from AP Style here.)

Right (Do this):
"The Freedom Story offers scholarships, resources, and mentorship to at-risk youth."

Wrong (Don't do this):
"The Freedom Story offers scholarships, resources and mentorship to at-risk youth."

Rule #3 Use of Punctuation

Never use icons such as smiley faces :). Use exclamation marks cautiously. Seriously! A good rule of thumb is no more than one exclamation mark for every 300-500 words. You should use only one exclamation mark for each page of text or each email. Use it wisely.

Right (Do this):
"The Freedom Story is excited to welcome new students to our family! We look forward to seeing them thrive."

Wrong (Don't do this):
"The Freedom Story welcomes new students to our family! We're looking forward to seeing them thrive! Yay! :) :0) :o) ;o)!"

Rule #4 Periods and commas always go inside closing quotation marks.

This is the American convention. Semicolons, colons, asterisks, and dashes always go outside closing quotation mark. When it comes to question marks and exclamation points, analyze the sentence and make a decision based on context.

Right (Do this):
"Always follow the American convention," Rachel said, "and include periods and commas inside the closing quotation marks."

Wrong (Don't do this):
"Always follow the British convention", Rachel said, "and do not include periods or commas inside the closing quotation marks". ("No!")

See Grammar Girl for more on quotation, question, and exclamation marks: *quickanddirtytips.com/education/grammar/quotation-marks-with-periods-and-commas?page=1*

COMMON GRAMMAR AND PUNCTUATION QUESTIONS

Q1. What do I capitalize?

Capitalize the "The" at the beginning of The Freedom Story. Capitalize the City Center and the Resource Center. If referring to both centers, do not capitalize. Capitalize Northern Thailand and Southeast Asia, but not in the north of Thailand.

Q2. What do I abbreviate and how?

If there is a casual need, i.e. "a.k.a." or "aka," then opt for no periods; "aka" would be the right usage. Use only commonly understood abbreviations, e.g. the CIA or FBI. Abbreviations such as TIP Report can be used only after the entire name, Trafficking in Persons Report, has been used first. AP Style conventions suggest using "the report" or "the agency" over abbreviations.

Q3. What about numbers?

In general, spell out numbers one through nine and use figures for numbers 10 on up. Spell out numbers used at the beginning of a sentence: "Sixty thousand children are sexually exploited in Thailand each year." (Exception: Never spell out years, "2008 was the year that we began.") Other exceptions take figures as well. Most, but not all, involve units of measurement.

Examples include the following:
Dollars: $3. (Notice that AP style does not include a period and two zeroes when referring to an even dollar figure.)
Dates: March 4. (Notice that dates take cardinal numbers, not

ordinal numbers. Don't use 4th).
Dimensions: 5 foot 2, 5-by-9 cell.
Highways: Route 7.
Millions, billions: 6 million people, 7.5 billion dollars

Q5: What do I hyphenate?

Use hyphens to link all the words in a compound adjective: "The five-volume report suggested developing the area over a 10-year period." Do not use a hyphen if the construction includes very or an adverb ending in –ly: a very big project, barely legal procedures.

Q6: When do I use colons and semi-colons?

Don't. Just kidding. But be careful. Use a semicolon to clarify a series that includes a number of commas; include it before the conjunction: Parts for the carrier are made in Tampa, Fla.; Austin, Texas; and Baton Rouge, La. A colon should only be used after a complete sentence, even when introducing a list:

> **Right (Do this):** The requirements include the following: be helpful, be smart, be punctual.
>
> **Wrong (Don't do this):** The requirements include: be helpful, be smart, be punctual.

As Grammar Girl says, "A quick and dirty way to decide whether a colon is acceptable is to test whether you can replace it with the word namely. For example, you could say, 'Grammar Girl has two favorite hobbies, namely, watching clouds and seeing how long she can stand on one foot.' Most of the time, if you can replace a colon with the word namely, then the colon is the right choice."

Q4. How do I spell industry words that have no definitive spelling, i.e. websites or web sites? ebooks or e-books?

Opt for the most commonly used version. In this instance, websites or ebooks would be our preferred option.

COMMON GRAMMAR AND PUNCTUATION QUESTIONS

Q5: How many spaces should I use?

One. Always. There is no reason to use two spaces. Not even after a sentence.

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Citation

Use in-text quotes.

Examples:

According to **surfline.com**, "The waves were huge."

In her **article** for The New York Times, "Paul Ryan claims his parents are Ayn Rand and God," Maggie Smith stated that Ryan "seems to have lost it completely."

In her book, "**The Whole Truth**," Jane Doe wrote, "I will search for it all, eschewing the easy answers and looking into even the most archaic and eccentric sources."

Link to sources when possible. For the above examples, the following words should be hyperlinked: surfline.com, article, and The Whole Truth.

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Style and Tone

We want to keep a consistent style and tone of voice throughout all of our media, from blogs to social posts to marketing pieces.

- The Freedom Story is a team of ***trusted and compassionate professionals.***
- We are ***formal*** but ***friendly***. We inform and report. We don't sensationalize. We don't gossip.

VOICE HOT POINTS

- Do not use slang words or trend abbreviations of any kind. Totes, fave, etc. are banned.
- Always use the ***first person***: ”we” and “you.”
- Keep language simple, clear, and ***active***. We are not fighting trafficking through prevention. We fight trafficking through prevention.

MESSAGING HOT POINTS

- We seek to bring forth the ***dignity*** of those we serve.
- We work in ***prevention***, not in rescue and rehabilitation.
- We are ***trustworthy***, with a proven track record of transparency, accountability, international cooperation, and effectiveness.
- Though many who work for The Freedom Story are Christian, ***we are not a Christian nor religious organization.***

OUR THREE COMMUNICATION PILLARS:

1. Friendly and straightforward

- Clear, concise, and direct; not rude, dumbed down, or aggressive.
- Be focused and get to the point. Plan your key messages and action points before you create the content. Stick to one theme at a time.
- Think about the audience. Are they donors or supporters, potential donors or supporters, religious or not religious or both? What is important to them? How can you be as simple as possible without losing impact?
- Stay active and use first person.
- Avoid repetition and jargon.
- Try and keep bodies of copy to short paragraphs.
- Steer clear of cliches and overused metaphors; they will dilute your voice.

2. Reassuring

- Relatable, sincere and understanding; not floaty, overly emotional, or passive.
- Identify with the audience's' daily concerns and needs. Be on their side and honest.
- Use phrases and language that is commonly used. Avoid jargon.
- Don't call try to convert often.

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3. Expert

- Knowledgeable, respected, informative, and trusted; not overly scientific, pretentious, or without a human side.
- Explain research, don't just state facts.
- Put expert knowledge and research into a human and recognizable context.
- Keep sentences short and concise, not verbose.
- Limit jargon; if you do have to explain legal terms, do it quickly.
- Cite external sources to explore further.
- Stay active and use first person.
- Include renowned and recognized sources of research and reference; this intensifies your status as an expert.

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Persona

Q1: Who are the members of our target audience?

Those who care about international justice. Those who desire to stop human trafficking. Those who want to be a part of something bigger than themselves.

Q2: What are their pain points?

They want to:

- Give back
- Fight for justice

- Understand current trafficking, sexual exploitation, and the best practices to fight these.
- Not be overwhelmed by the state of the world.

Q3: How do they like to be communicated with?

They like:

- Examples: case studies.
- Interviews: personal insight from experts in the field.
- Infographics: stats and figures able to be consumed quickly.
- Testimonials: give credence to our work.
- Reviews: offer an overview of the anti-trafficking world's views and opinions.
- How to guides: guide audiences through how to volunteer, give, support, learn.

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Content types

Content is both information and communication. It is anything that we produces for external use. It should always be valuable, relevant, and consistent.

What does our audience want and need?

- Information: clear and professional. Fact driven and confirmed by trusted sources.
- Reassurance: their contribution makes a difference.
- Validation: others recognize our work and their participation in it.
- Feel like they're part of something bigger than themselves, that they contribute to change.

What content types fulfill this?

- Text
- Video
- Blog posts
- Articles and newsletters
- Case studies
- How-to guides
- Promo videos
- Constituent POV stories
- Images
- Infographics
- Audiobooks / Podcasts

Formatting

Formatting Dos:

- Keep titles short — under six words.
- When possible, keep paragraphs short when producing content for the web.
- Use bullet points to list features or addition points.

Formatting Don’ts:

- Never use dashes to list features or addition points.
- Try not to write incredibly long paragraphs. Four lines or less when possible. Even in a long blog post, there is no reason a paragraph should be over about 18 lines.

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Approved and unapproved content

If you have any question about the appropriateness of content, run it by Rachel, Alaynah, Jade, Lauren, or Dan.