



Communities  
In Schools®

# Brand Manual

Messaging and Style Guidelines



Summer 2022

## Introduction

Since the early days of Bill Milliken’s “street academies,” a relentless dedication to educational equity has been at the core of the Communities In Schools® (CIS®) brand. Whether it was through *changing the picture* or being *all in for kids*, the values that underpin our brand have remained consistent while our style and expression have evolved with time.

This Brand Manual is intended to help unify our diverse network of affiliated organizations, staff members, and volunteers behind a powerful brand experience. It synthesizes how our verbal and visual identity is expressed through our marketing campaigns and captures the evergreen and unchanging aspects of who we are as an organization.

Most importantly, it provides tools to communicate effectively as a single organization made up of many people, efforts, alliances, and passions that create a collective force for good.

**Questions? Email [CommDept@cisnet.org](mailto:CommDept@cisnet.org)**

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**What We Say**

## Our Mission

Communities In Schools' mission is to surround students with a community of support, empowering them to stay in school and achieve in life.



## Our Values



Accountability



Integrity



Collaboration



Equity



Excellence

## Diversity, Equity, and Inclusion Belief Statement

Communities In Schools believes that transformative relationships are key to unlocking a student's potential. We will succeed by including in our strategies, ingraining in our culture, and reflecting in our behaviors, principles, and practices of diversity, equity, and inclusion. As a result, we break down immediate and systemic barriers to create and sustain equitable outcomes.

## Brand North Star

At Communities In Schools, our role in the world is more important than ever. Our brand narrative helps us articulate that role in a way that helps everyone understand our story and feel motivated to get involved. It is intended to establish a shared vision and commitment to the brand among internal staff and stakeholders.

**Communities In Schools fuels personal potential so that all students can take charge of their story and define their success for life.**

We believe **greatness exists** in every child.

We see **potential coursing through them**, a promise waiting to be realized.

So **we go where they need us**—understanding their needs and listening to their dreams from the inside-out and the outside-in.

And in every step we take together, we help them find the strength and confidence to look within and see what we see—**a bright future that's theirs for the taking**.

Community by community, school by school, child by child—**we are all in this together**.

## Messaging Themes

Communities In Schools has three primary message themes that act as a filter for what we talk about when describing our work to external audiences. They each build on and help define the core elements of the brand narrative. Whether used in writing or in conversation, they bring consistency, focus, and power to the way we present our brand to the world. Simply put, our messaging themes are *what* we talk about, no matter who we're talking to.

### Unlock Potential

At Communities In Schools, we help every student see their potential so they can fearlessly unlock it in ways big and small. Working inside the system to challenge it from the core, we advocate for their potential across school, community, and family—creating access to resources and opportunities that help them see, confront, and overcome the barriers that stand between them and their future.

### Build Relationships

At Communities In Schools, we amplify the power of each student's potential by fostering transformative relationships in their lives. With caring adults who walk by their side and connect them to community resources designed to help them succeed, we support students in schools and beyond by building a lasting network of trust around them.

### Break Down Barriers

At Communities In Schools, we empower students to break through any personal challenges in their lives so they can define the future they want. No matter what it looks like, every student's individual success adds up to a movement of change that tears down structural barriers and builds an equitable path to education for future generations.

## What We Emphasize

Our messaging themes provide cues to the conversations we emphasize and reframe to support and reflect our commitment.

### Unlock Potential



### Build Relationships



### Break Down Barriers



#### What We Emphasize

- We see potential in every student, regardless of race, zip code, or history of marginalization.
- We acknowledge that we operate from within a system that was not designed for kids of color and/or low-income backgrounds.
- We empower every student to stand up against barriers like racism, discrimination, and exclusion.

- We foster relationships that transform how students see and experience the world around them.
- We learn to walk in their shoes (and by their side) to understand what needs to change.
- We build a community for life, surrounding students with a network of trust they can turn to no matter where they are in their journey.

- We acknowledge that structural barriers can be just as hard to overcome as personal challenges and circumstances.
- We empower all students to take charge of the future they want—for themselves, for their communities, for each other.
- We look beyond metrics of post-secondary achievements to celebrate a diverse and inclusive definition of change.

#### What We Reframe

**From** fixing the system from the outside **to** advocating for change from inside and outside.

**From** generalizing systemic barriers **to** calling them out by name.

**From** clearing the way for students **to** preparing every student to clear their own path.

**From** connecting students to resources **to** connecting students to community for life.

**From** building relationships based on care **to** building relationships based on trust.

**From** being solely “in schools” **to** creating points of connection beyond the classroom.

**From** rescuing students from their circumstances **to** empowering them to define the future they want.

**From** individual successes and metrics **to** collective impact on structural barriers.

**From** goals solely focused on tearing down existing barriers **to** goals that actively keep new barriers from springing up.



## Voice Principles

Voice is *how* you say what you say. It is intended to establish a style that helps brands to stand apart, even when they're talking about the same thing. Communities In Schools has four voice principles that guide how we speak.

### Start With Students

*Use a student's journey as a narrative device that connects individual impacts to the model, programs, and evidence-based talking points.*

#### Example

A few weeks into the school year, Jessica saw the board clearly for the first time. A few years later, she saw a future in finance. Students might not admit they can't see the board—and instead check out of school work. Here's how CIS removes obstacles so students can see the future they deserve.

### Smart, But Simple

*Explain complex or academic terms with simple definitions—reflecting how people really speak to one another.*

#### Example

Integrated student supports is a shorthand for how we bring together the different kinds of resources and services that students and their families need to stay in school and succeed.

### Make It Relevant

*Capture your audience with tangible proof points that support the benefit to the community (e.g., increased civic engagement, community service, a better prepared workforce).*

#### Example

High school graduates are more likely to earn a higher salary and boost national, state, and local economies. Your support today not only helps students succeed in school today, it helps build stronger communities tomorrow.

### Bring The Energy

*Our students overcome barriers—and go on to do incredible things. Echo their energy with energetic vocabulary and an upbeat pace that builds anticipation.*

#### Example

We are 11,800 volunteers strong, 4,250 staff members at the ready, and 117 CIS organizations on the ground—at students' side every day to remind them that there's nothing they can't do.

## Recommended Language

One of the most powerful ways to reinforce our brand is by ensuring that the entire network uses consistent language to describe our purpose and our work. The below recommended language is intended to be used across multiple channels.

### Tagline

- What** In schools to help kids stay in school.
- Where**
- *Print and outdoor advertising*
  - *Social media cover images*
  - *Website homepage*
- When** *The tagline is primarily used for marketing purposes where it is important to limit text copy but still provide context for who we are.*

### Boilerplate Language

- What** **Communities In Schools® (CIS®)** is a national organization that ensures every student, regardless of race, zip code, or socioeconomic background has what they need to realize their potential in school and beyond. Working directly inside 2,860 schools across the country, we connect students to caring adults and community resources that help them see, confront, and overcome the barriers that stand between them and a brighter future. Together, we build a powerful change movement made up of peers, students, and alumni committed to building an equitable path to education for future generations.
- Where**
- *Media releases*
  - *Grant proposals*
  - *Fact sheets*
  - *Websites*
  - *Publications*
  - *Marketing collateral*
- When** *A boilerplate is standard language used to describe CIS. Local organizations can use the national boilerplate or modify it to include the geographic reach and number of schools served in their community.*

**How We Look**

## Logo

The Communities In Schools logo consists of two elements: the “school house” logomark and the “Communities In Schools” logotype. The logo is a visual representation of our mission to surround students with a community of support.

### Horizontal and Stacked Logo

There are two logo options: horizontal and stacked. Choose either option depending on what works best for the layout.

The clear space ensures that the logo stands out and is easily recognized within the formatting and layout of any piece of marketing collateral. The minimum clear space area is X on all sides of the logo as shown below. The X is half of the height of the school house logomark. Whenever possible, allow additional clear space around the logo.

The minimum size of the logo is indicated by the width of the school house logomark that should be at least ¼”.

Affiliate logos can be downloaded from the National Resource Center–Marketing & Communications–Affiliate Logos.

### Horizontal Logo Clear Space



### Stacked Logo Clear Space



### Minimum Size



## Standard and Reversed Logo

The standard Communities In Schools logo is the four-color logo with blue text and is used in all circumstances, except on materials with a dark background. For dark backgrounds use the reversed logo, the four-color version with white wordmark.

### Standard Logo



### Reversed Logo



## Black and White Logo

On colored backgrounds that do not provide enough contrast for the reversed logo, use the all-white or all-black logo. Those options can also be used for apparel and accessories when four-color printing is not available.

### All White Logo



### All Black Logo



## Logo Violations

Maintain the proper aspect of ratio when scaling the logo. Avoid altering the logo in the following ways.

**X**



Never use school house as a stand alone element.

**X**



Communities  
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Never alter any colors of the approved logos.

**X**



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Never add symbols to the logo.

**X**



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In Schools

Never enclose the logo in another shape.

**X**



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In Schools

Never remove the white colored figure from the school house (exception: all white logo).

**X**



Communities  
In Schools

Never add a drop shadow or any other effects to the logo.

## Colors

Vivid, bright, and energizing colors help our brand stand out and be easily recognized. Campaign colors should be used as the primary color palette for print and digital marketing materials.

### Logo Colors

<b>PMS 348</b> <b>CMYK 100.0.85.24</b> <b>RGB 0.133.81</b> <b>HEX 008751</b>	<b>PMS 661</b> <b>CMYK 100.69.0.9</b> <b>RGB 0.83.158</b> <b>HEX 00539e</b>	<b>PMS 186</b> <b>CMYK 0.100.81.4</b> <b>RGB 226.24.54</b> <b>HEX e21836</b>	<b>PMS 144</b> <b>CMYK 0.53.100.0</b> <b>RGB 246.142.30</b> <b>HEX f68e1e</b>	<b>CMYK 0.0.0.100</b> <b>RGB 0.0.0</b> <b>HEX 000000</b>	<b>CMYK 0.0.0.0</b> <b>RGB 255.255.255</b> <b>HEX ffffff</b>
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### Campaign Colors

<b>PMS 2925</b> <b>CMYK 78.31.0.0</b> <b>RGB 0.144.211</b> <b>HEX 0090d3</b>	<b>PMS 116</b> <b>CMYK 0.18.100.0</b> <b>RGB 255.206.0</b> <b>HEX ffce00</b>	<b>PMS 151</b> <b>CMYK 0.60.100.0</b> <b>RGB 245.130.32</b> <b>HEX f58220</b>	<b>PMS 368</b> <b>CMYK 60.0.100.0</b> <b>RGB 120.190.32</b> <b>HEX 78be20</b>
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### Neutral Colors

<b>PMS 50% Cool Gray 1</b> <b>CMYK 7.6.5.0</b> <b>RGB 234.232.234</b> <b>HEX eae8ea</b>	<b>PMS Cool Gray 2</b> <b>CMYK 18.14.15.0</b> <b>RGB 208.207.206</b> <b>HEX d0cfce</b>	<b>PMS Cool Gray 5</b> <b>CMYK 31.25.25.0</b> <b>RGB 179.178.179</b> <b>HEX b3b2b3</b>	<b>PMS Cool Gray 8</b> <b>CMYK 49.40.38.4</b> <b>RGB 136.138.141</b> <b>HEX 888a8d</b>	<b>PMS Cool Gray 11</b> <b>CMYK 66.57.51.29</b> <b>RGB 84.86.91</b> <b>HEX 54565b</b>
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## Color Combinations

When combining colors for publications and marketing collateral, limit your color palette to two or three colors whenever possible. Your color palette should look fun yet sophisticated. We suggest combining one or two colors chosen from the Logo Colors and/or Campaign Colors with one color from the Neutral Colors.

Yellow Campaign Color +  
Cool Gray 11 Neutral Color



Orange and Blue Campaign Colors +  
tint of 50% Cool Gray 1 Neutral Color





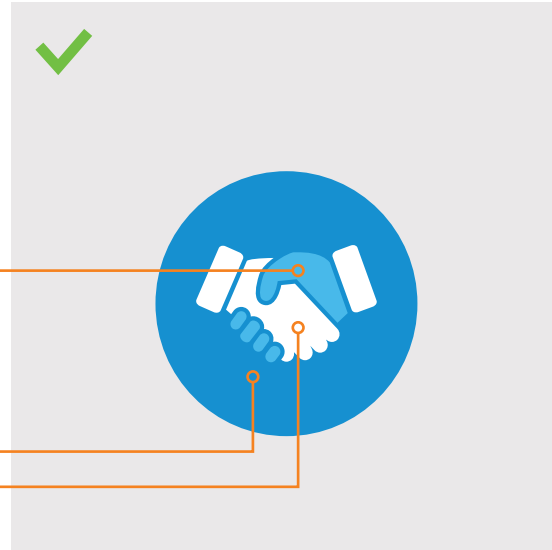
## Tints and Shades

Use tints and shades of the Logo Colors and Campaign Colors in secondary design elements only. The primary design elements that usually are a focal point or the largest element of your design composition must be in the Logo Colors or Campaign Colors.

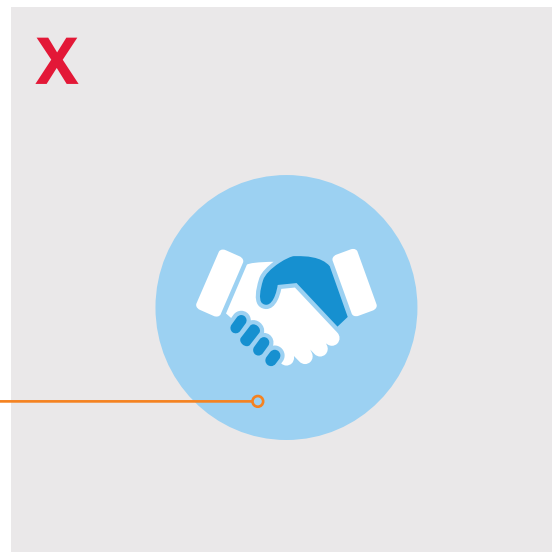
The example below consists of two primary design elements (the background and the white hand) and one secondary element (the hand in the tint of the Blue Campaign color). The background is the largest element of the design composition, and the white hand is the focal point.

The secondary design element is a tint of the Blue Campaign color

The primary design elements are the Blue Campaign color and White Logo color



The primary design element is a tint of the Blue Campaign color



## Typography

Simplicity and legibility are the main characteristics of the Communities In Schools typographic choice. Consistent typographic treatment reinforces recognition of the CIS brand. The main Communities In Schools fonts are **Helvetica Neue** for print and **Inter** for web. Use the alternate typefaces only when the main fonts are not available.

### Print Typefaces

#### Primary; Sans serif: **Helvetica Neue**

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Helvetica Condensed Black Oblique**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

#### Secondary; Serif: **Georgia**

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Georgia Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

### Web Typefaces

#### Primary; Sans serif: **Inter**

**Inter Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

#### Secondary; Handwriting: **Kalam**

**Kalam Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

*Kalam Regular*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

### Alternate Typeface

#### Sans serif: **Arial**

Because not all systems have the recommended fonts installed, alternate fonts are acceptable. Helvetica Neue can be replaced by Arial.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## Text Formatting Guidelines

- Use Helvetica Neue for headlines and for body copy or pair Helvetica Neue for headlines with Georgia for body copy for a sans serif-serif combination.
- Separate paragraphs with a single space.

Helvetica Neue Medium  
for headlines

Single space between paragraphs

Georgia Regular for body copy



### ◦ Lorem Ipsum Dolor Sit Amet, Id Quo Dolore

Lorem ipsum dolor sit amet, id quo dolore ubique lobortis. Populo malorum singulis ad sit, accusata hendrerit eum at, mei clita eligendi interesset et. Ius ei lorem temporibus, in lorem impetus gloriatur per.

Ad usu tation eripuit. Cu inermis dolores mea. Te ius augue tincidunt, quaeque facilis id eos. Est ex platonem constituto, ne per bonorum epicuri, ut nisl accom-modare has. An temporibus persequeris eam. Quo adipiscing referrentur no, esse accumsan atomorum at cum.



Georgia Bold  
for headlines

Drop Cap in  
the first paragraph

Indent to separate paragraphs

### ◦ Lorem Ipsum Dolor Sit Amet, Id Quo Dolore

**L**orem ipsum dolor sit amet, id quo dolore ubique lobortis. Populo malorum singulis ad sit, accusata hendrerit eum at, mei clita eligendi interesset et. Ius ei lorem temporibus, in lorem impetus gloriatur per.

Ad usu tation eripuit. Cu inermis dolores mea. Te ius augue tincidunt, quaeque facilis id eos. Est ex platonem constituto, ne per bonorum epicuri, ut nisl accom-modare has. An temporibus persequeris eam. Quo adipiscing referrentur no, esse accumsan atomorum at cum.

Ad usu tation eripuit. Cu inermis dolores mea. Te ius augue tincidunt, quaeque facilis id eos. Est ex platonem constituto, ne per bonorum epicuri, ut nisl accommodare has.

## Trademarks

“R” symbol (®) is a trademark used by Communities In Schools. The symbol should be used on websites, brochures, newsletters, advertisements, reports, and any other public facing materials.

### Logo

Only use logos that include “R” symbol on both the logomark and logotype for all marketing materials.



### Publications and Documents

Use trademark symbols for Communities In Schools®(CIS®) or Communities In Schools of Affiliate Name® with the first instance in the main body of the text and on each prominent use of the mark within a document such as titles, headings, captions, and credits.

In 2018–2019, Communities In Schools® (CIS®) operated in 25 states and the District of Columbia. CIS served 1.62 million students in 2,500 schools and 370 school districts across the country. There are 128 organizations in the CIS Network, including state offices and licensed partners; one-third of those organizations are located in rural communities.

### Communities In Schools® Fills Critical Resource Gaps for Rural Schools

Building effective partnerships with service providers requires time, effort, and expertise. Rural schools, in particular, have little of any of these to spare. School budgets are already stretched thin by higher operating costs.

### Website

Ensure prominent placement like your website header and footer for the logo and “Communities In Schools®(CIS®).”



## Photography

Photography is a great tool to evoke emotions and visually convey who we are as a brand. Our photography should emphasize the importance of genuine relationships between students and caring adults. When possible, use photography that focuses on the positivity that we bring to students lives, rather than the challenges they face.

### Photography Guidelines

- Always use photography of real CIS students and site coordinators.
- Use stock photography only when using a photo of a real student may expose the student to risk due to a sensitivity of a topic such as trauma, homelessness, and abuse.
- To stay consistent with the CIS brand, take photos in school-related settings such as classrooms, libraries, and hallways that reinforce our brand message of CIS being in schools.
- Show the caring relationship between students and adults in their lives.
- Capture relationships by depicting a site coordinator and students interacting with each other in natural ways such as: talking, hugging, giving or getting directions and doing school activities.
- We strongly recommend that site coordinators wear CIS branded clothing or a name badge that displays the Communities In Schools logo.
- Communities In Schools celebrates diversity. Strive to represent diversity of age, race and gender in your photography.
- Follow the three-year time frame rule and do not use outdated photography that was taken more than three years ago.
- All images must have a signed Photo and Content Permission and Release that can be found in the National Resource Center.

**Contact Arina Stopa at [StopaA@cisnet.org](mailto:StopaA@cisnet.org) to get an access to the CIS Photo Library.**



## Campaign Photography

There are eight site coordinator and student pairs on monochromatic color backgrounds. These assets are available in the CIS Photo Library as:

- Silhouettes
- Backgrounds
- Silhouettes on backgrounds

Contact Arina Stopa at [StopaA@cisnet.org](mailto:StopaA@cisnet.org) to get an access to the CIS Photo Library.

## Campaign Backgrounds

The campaign backgrounds are a key component of the In Schools for Kids marketing campaign, and they are intended to reinforce the importance of our presence *in schools*. Campaign backgrounds can be used for print advertising, social media, and websites where appropriate.



**Blue Lockers**



**Green Library 1**



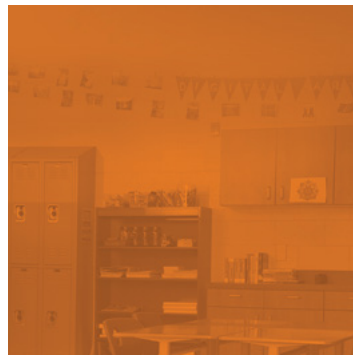
**Orange Classroom**



**Yellow Classroom**



**Yellow Hallway**



**Orange  
Computer Classroom**



**Green Library 2**



**Blue  
Chemistry Classroom**

## Color Bar

The color bar is made of campaign backgrounds and should be used as a design element to help create cohesion across materials that use a range of different colors. Examples of the color bar in use include the stationery, brochure and PowerPoint template. The color bar is available in the CIS Photo Library.



Campaign Pairs



**Jamall and Alina**  
CIS of Charlotte-Mecklenburg



**Najee and DeeAndrea**  
CIS of San Antonio



**Brittany and Shonya**  
CIS of Richmond



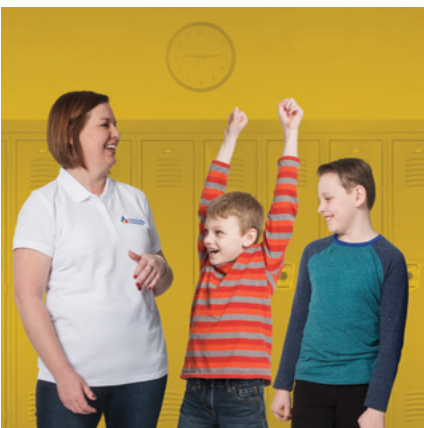
**Toriano and Jalen**  
CIS of Atlanta



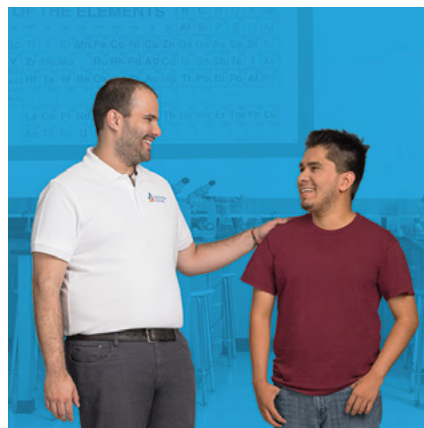
**Amanda and Steffan**  
CIS of NOVA



**Lee and Sean**  
CIS of The Charleston Area



**Angela, Michael  
and David**  
CIS of Northwest Michigan



**Alejandro and Kevin**  
CIS of Houston



## Illustration

We strive to stay authentic and feature real CIS students when creating our marketing materials. However, when we are writing about sensitive topics such as trauma, homelessness, and abuse, using photography may potentially cause harm to a real student. In these situations illustrations can be a useful tool.

### Illustration Guidelines

- Use a “hand drawn” style.
- Use one main color chosen from the Logo Colors or Campaign Colors to create an eye-catching design and one secondary color from the Logo Colors or Campaign Colors for additional details.
- Use Neutral Colors for the background of your illustration.
- Limit the use of illustrations to blog posts and social media graphics. They should not be used for print marketing collateral.



## Icons

We use icons to visualize and enrich data points in infographics, publications, brochures, and other marketing materials. Iconography is a great tool to bring attention to key points and provide breathing space to text-heavy documents.

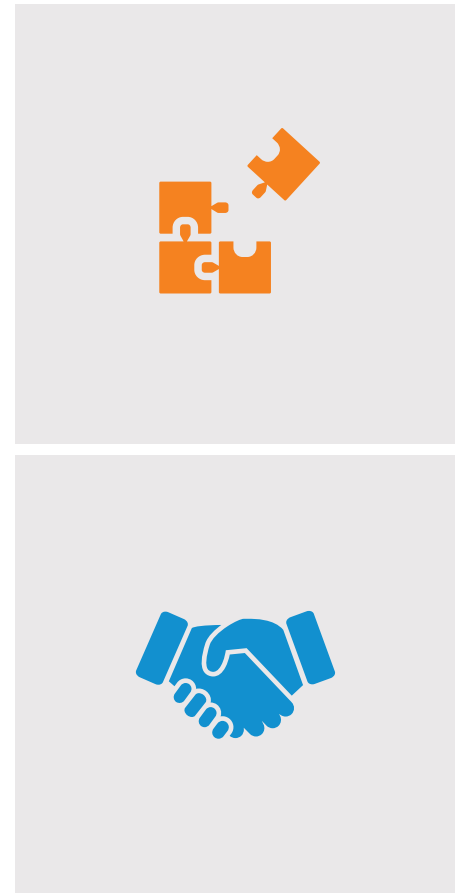
### Icons Guidelines

- Keep your colors flat. Do not apply a gradient or drop shadow effect.
- Use clean lines and simple shapes.
- Use two colors in your circle icons: white and any other color from the Logo Colors or Campaign Colors.
- Use one color from the Logo Colors or Campaign Colors for your silhouette icons.
- To keep your designs consistent download icons from the National Resource Center–Marketing & Communications–Graphics Library.

#### Circle Icons



#### Silhouette Icons

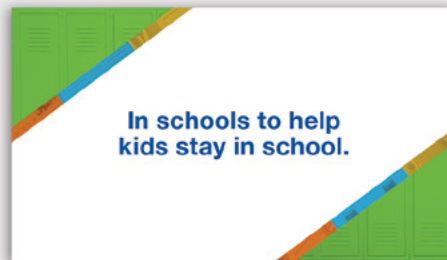
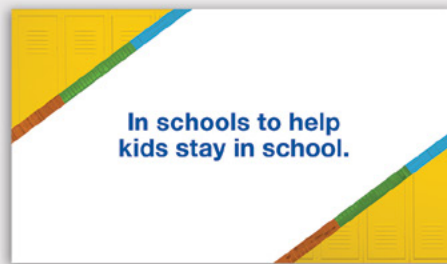
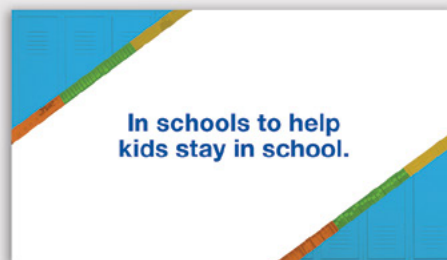


## Stationery

Stationery assets such as business cards, letterheads, envelopes, and pocket folders are often the key to making a good first impression. Communities In Schools stationery reinforces the importance of relationships between a student and a caring adult and celebrates the diversity of the site coordinators and students we serve.

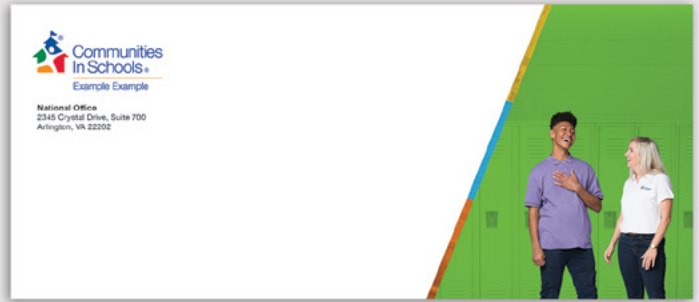
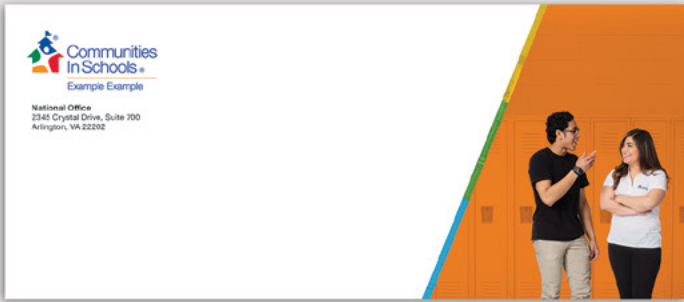
### Business Cards

Business cards templates are available in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates–Stationery.



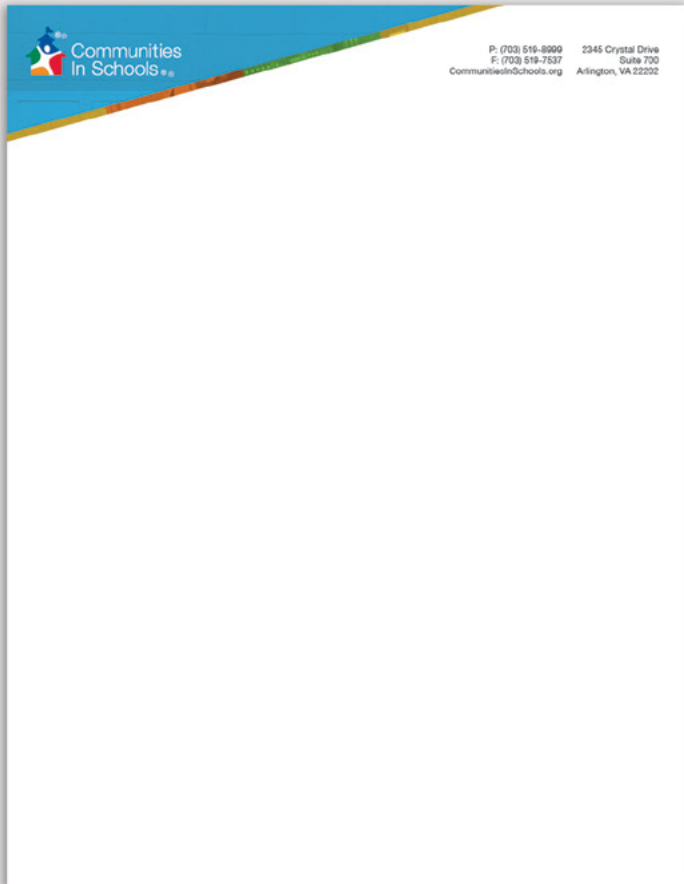
## Envelopes

#10 and A10 envelope templates are available in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates–Stationery.



## Letterhead

The letterhead template is available in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates–Stationery.



## Pocket Folders

Pocket folder templates are available in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates–Stationery.

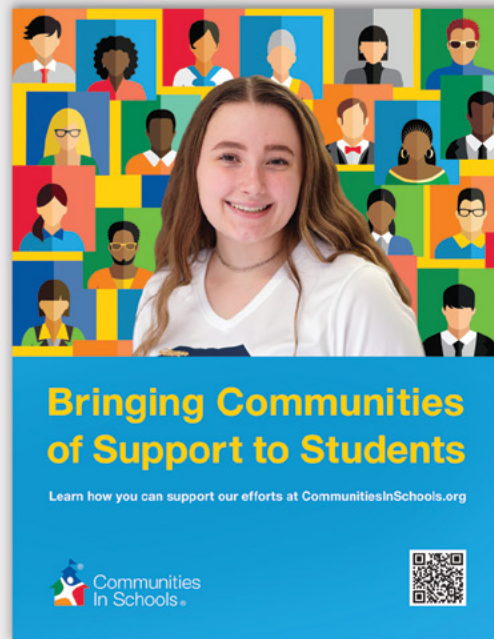
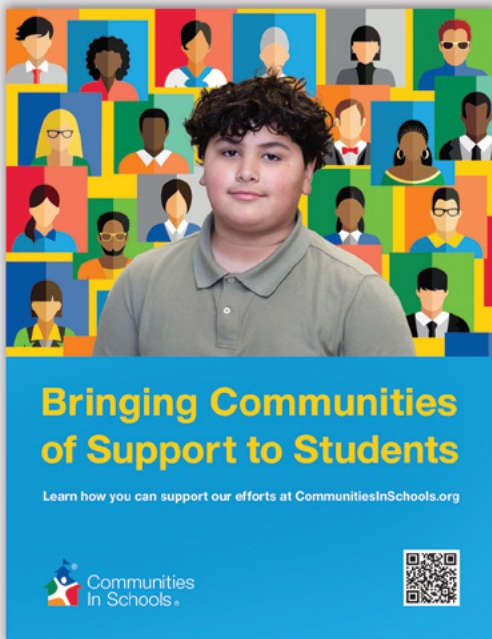
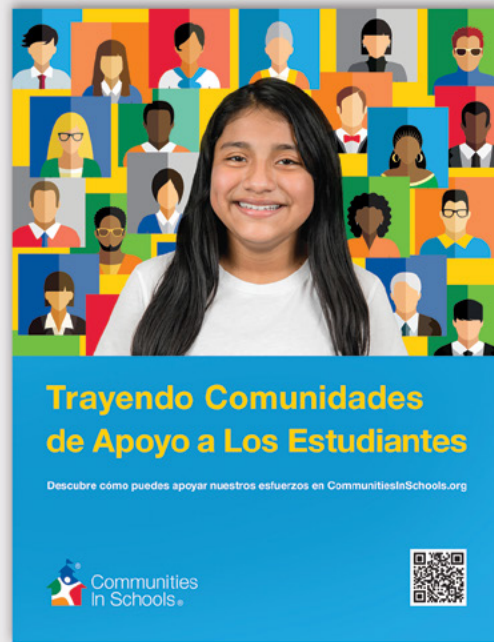
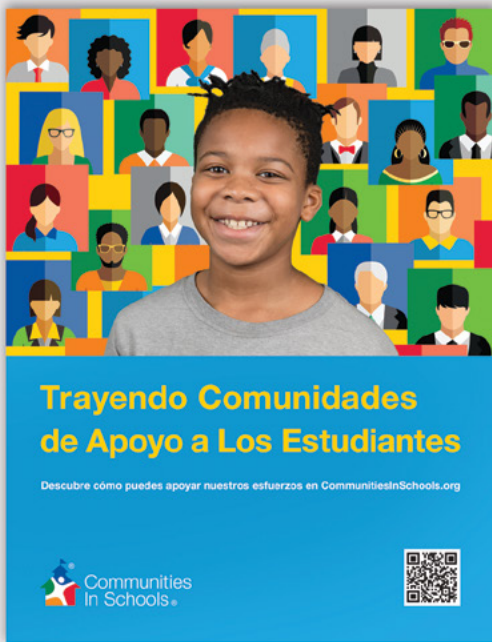


## Print Collateral

Branded print collateral helps connect the work of local affiliates to our national marketing campaign and brand. They can be localized with affiliates logos and contact information.

### Posters

Posters are intended to be displayed in school buildings to promote brand visibility. Poster templates are available in various sizes in English and Spanish in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates.



## Brochure

A brochure template is available in InDesign and Publisher in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates in English and Spanish. You may customize the brochure with your state map or by listing the schools where your affiliate operates.



### Our Focus

We believe that relationships, not programs, change the trajectory of at-risk students' lives.

So, at Communities In Schools, we amplify the power of each student's potential by connecting them to caring adults and community resources designed to help them succeed. We're by their side every day, supporting them in ways that go beyond the classroom. And, across communities, we knit together a powerful network of partners—including business, volunteers, social service agencies, healthcare providers, and educators—that help them stay focused today, so they can go further tomorrow.

Whatever it takes. However they need us. We're in schools to keep kids in school.

### Our Footprint

Across the country we partner with 2,860 schools and 450 school districts to surround students with a community of support.

### Our Students

Through our school-based site coordinators, Communities In Schools helps students see their potential so they can start to realize it in ways big and small.

For Sean, the grief of losing his mother manifested in explosive outbursts and plummeting grades. As he lost interest in classes his academic performance began to slip. That's when Communities In Schools site coordinator Lee McLeod came into his life, refusing to let him give up on himself. Lee checked in with him daily and connected Sean with community resources—like grief counseling and academic support—to help him get back on track. Sean recalls, "Ms. McLeod would tell me, 'Sean, you're better than this.' She made me think I could do better, so I did."

Sean's story—like so many of the students we serve—is a testament to our commitment to kids. We're ALL IN to help them achieve the future they deserve.

### Our Approach

We know that at-risk students are not statistics and there is no one-size-fits-all solution to the challenges they face. That's why the Communities In Schools model is designed to be adaptable to their unique needs.

Whether it's helping them find a safer place to sleep or opportunities that prepare them for the college and careers of their choice, we connect students with the support they need to learn at their best.

Our commitment to the students we serve also keeps us focused on results. In thousands of schools across the country, we know that our approach works because it's backed by 40 years of experience and rigorous research.

### Our Approach (Results)

Results show that our case-managed students who receive the most intensive supports are beating the odds. Here's how:

- 99% of students stayed in school
- 96% of K-11 students were promoted to next grade
- 93% of eligible seniors graduated
- 74% of students met their attendance improvement goals

### In schools to MAKE CONNECTIONS

- Academic Assistance
- Life Skills
- College & Career Prep
- Family Engagement
- Mental Health Services
- Basic Needs
- Enrichment
- Physical Health
- Emotional Well-Being
- Community & Service Learning

### In schools to ENCOURAGE HEALING

# Advertisements

CIS has developed public service announcements (PSAs) in different formats to raise awareness about the national brand, as well as affiliates' presence in local areas.

## Print PSA

Print PSAs in English and Spanish featuring real students are available in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates for the magazine and newspaper layouts in various sizes.

## Composed Advertising Elements

Community Background

Student

Headline:  
Helvetica Neue Bold

Body Copy:  
Helvetica Neue Medium

Call to Action:  
Helvetica Neue Bold

Monochromatic Background

Logo

Copyright

QR code to CIS website

**Bringing Communities of Support to Students**

At Communities In Schools, we are working to ensure students have everything they need to reengage in learning whether they are staying home or returning to the classroom. With you on our side, we will be there for them, all day every day, providing emotional support and resources like school supplies, meals, and access to technology and learning materials. Now more than ever, we're being called on to reimagine public education and find new pathways to equitable learning conditions. Join us as we go #AllInforKids in schools, in communities, and beyond.

Learn how you can support our efforts at [CommunitiesInSchools.org](https://www.CommunitiesInSchools.org)

Communities In Schools®

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## Out-of-Home (OOH) PSA

OOH PSAs are commonly used in billboards or displayed in public places such as bus stops and airports. OOH PSAs are available in English and Spanish in the National Resource Center–Marketing & Communications–Customizable Templates–Print Templates.



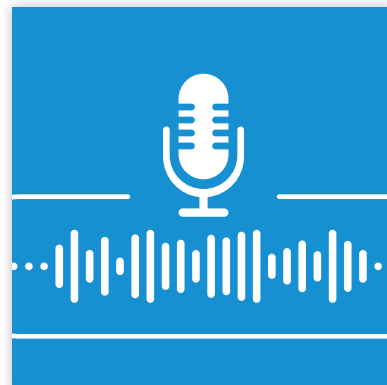
## TV PSA

The 15-second and 30-second TV PSAs are available in the National Resource Center–Marketing & Communications–Video Library.



## Radio PSA

The 30-second and 60-second radio PSAs are available in the the National Resource Center–Marketing & Communications–Customizable Templates–Digital Templates.



## Video

Video is one of the most powerful tools to explain who we are, what we do, and how we do it. Through video, we share the stories of our students, site coordinators, and the whole community who are involved in making the positive impact on students lives, empowering them to stay in school and achieve in life.

### Video Examples

Below are a few examples of the videos available for download in the National Resource Center–Marketing & Communications–Video Library.

The Issues Students Face



2021 Anthem Video



TV PSA

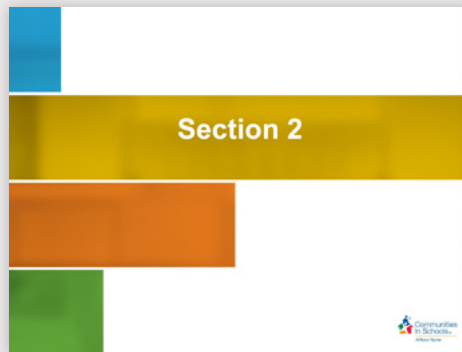
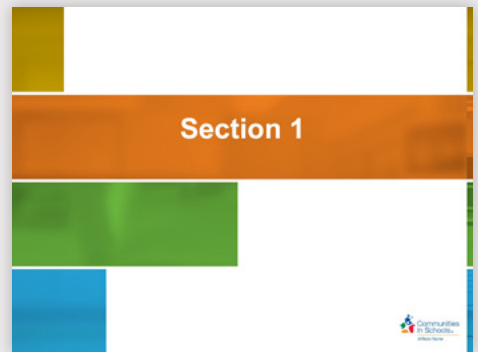
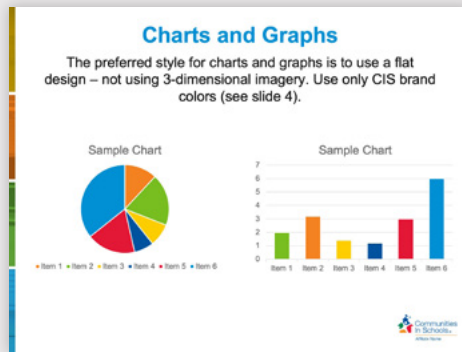
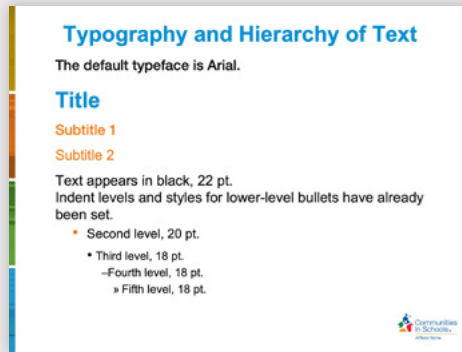
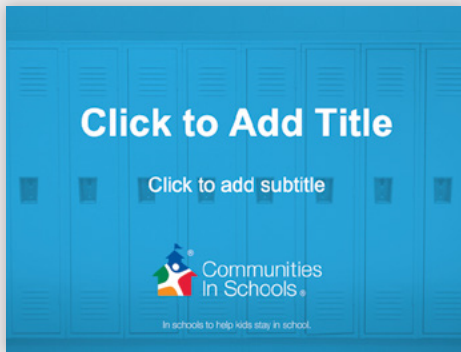


# PowerPoint Presentations

Using unified PowerPoint presentations helps build consistency across the organization and promotes the Communities In Schools brand.

## PowerPoint Presentation Guidelines

- Download the PowerPoint template from the National Resource Center–Marketing & Communications–Customizable Templates–Digital Templates.
- Be sure to use the appropriate template for your screen. Use the widescreen (16:9) template for the widescreen. If you use the standard (4:3) template for your widescreen, the images will deform.
- Follow the instructions in the template on your colors, typography, photography, charts, and graphics.



## Website Branding

A website is a powerful platform to communicate with and engage our stakeholders, donors, and supporters. It often is the first interaction that an audience will have with an organization. That's why it's important to have a clean, accessible website that features fresh content, direct calls to action, easy navigation, and compelling visuals.

### Website Guidelines

- The CIS logo should be in the left upper corner.
- Use a secure platform and reliable hosting services to provide users with a safe conduit for donations and information sharing.
- Follow all laws including copyright, trademark, and other intellectual property laws.
- Ensure that your website adheres to the [Americans with Disabilities Act](#).
- Obtain approvals and permissions before including any images or information about individuals on the website.
- Keep your website design consistent with the Communities In Schools brand by incorporating the approved color palette, typography, and photography.
  - Learn more about the web design best practices in the National Resource Center–Marketing & Communications–Training & Webinars–Web Design Best Practices
- Make your website responsive, so that it works on desktop computers, laptops, tablets, and cellphones.
- Ensure that your website works on various browsers such as Chrome, Firefox, Safari, and Microsoft Edge.
- Include links to the social media platforms in the footer of your website.
- **Be sure to use the brand narrative language from page 4 on your website when describing the organization.**

### Website Structure

#### Must Have Pages:

- Homepage
- About Us
- Our Impact
- Donate
- Contact

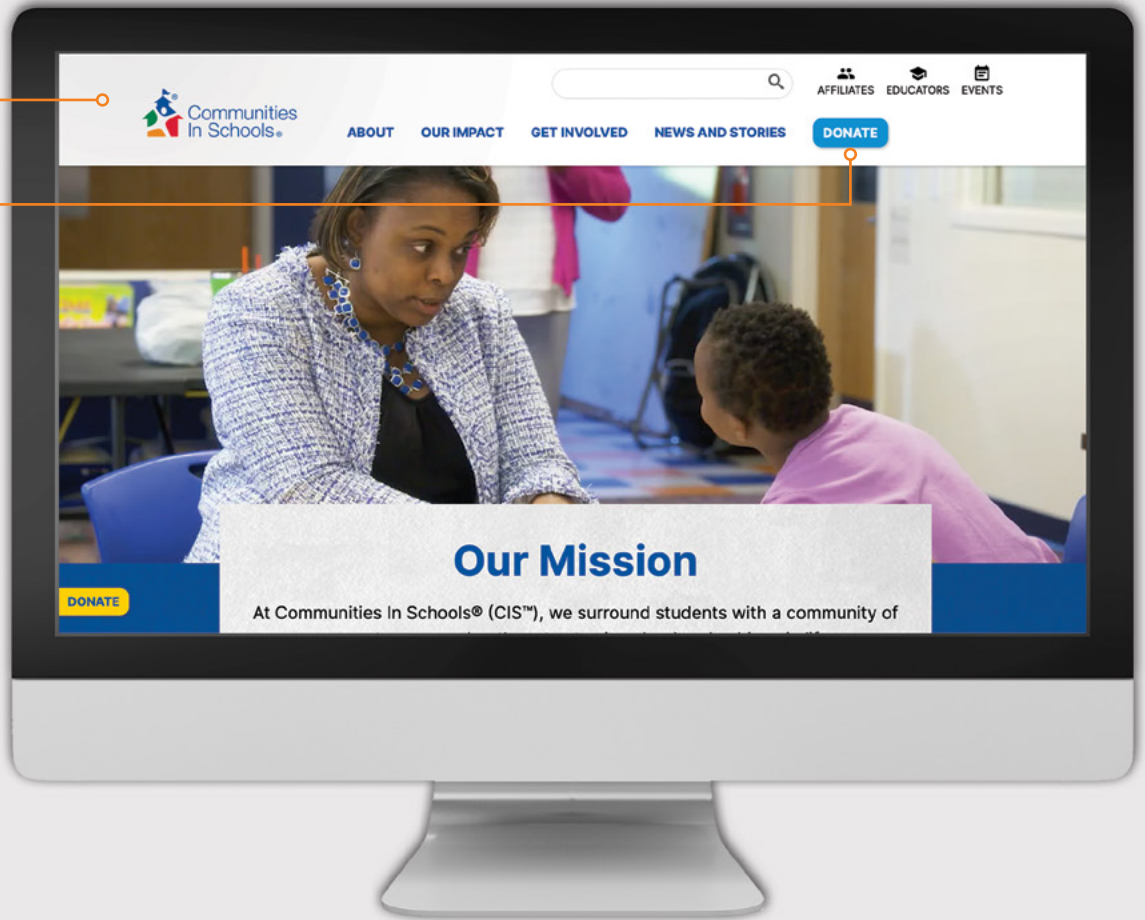
#### Good to Have Pages:

- Get Involved
- Career Opportunities
- News
- Blog

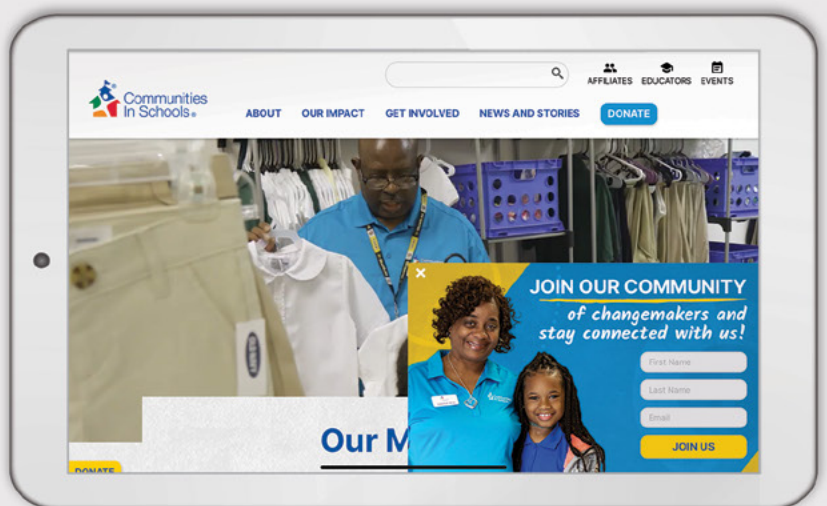
### Sample Layout

Logo in the left upper corner

Clear call to action



Optimized to work on desktop computers, laptops, tablets, and cellphones



## Social Media Branding

Consistent branding of social media accounts helps connect local affiliates to the national organization and brand. Where possible, incorporate graphics and photography that reinforces the brand aesthetic and messaging.

### Social Media Graphics Guidelines

- Adhere to specifications for each platform. Those specifications can be found online and tend to change.
- Use your affiliate logo for all profile images. Make sure it's sized appropriately.
- Use approved/released photography that features your students, staff, alumni, volunteers, or community partners. Retain signed photography releases for all photos.
- Keep your design consistent with the Communities In Schools brand by incorporating the approved color palette, typography, and photography.
- The headers and various graphics templates can be found in the National Resource Center–Marketing & Communications–Customizable Templates–Social Media Templates.
- Remember to add your affiliate logo to social media graphics.

### Facebook

Approved header

Correct logo

Brand-consistent graphics with strong use of photography



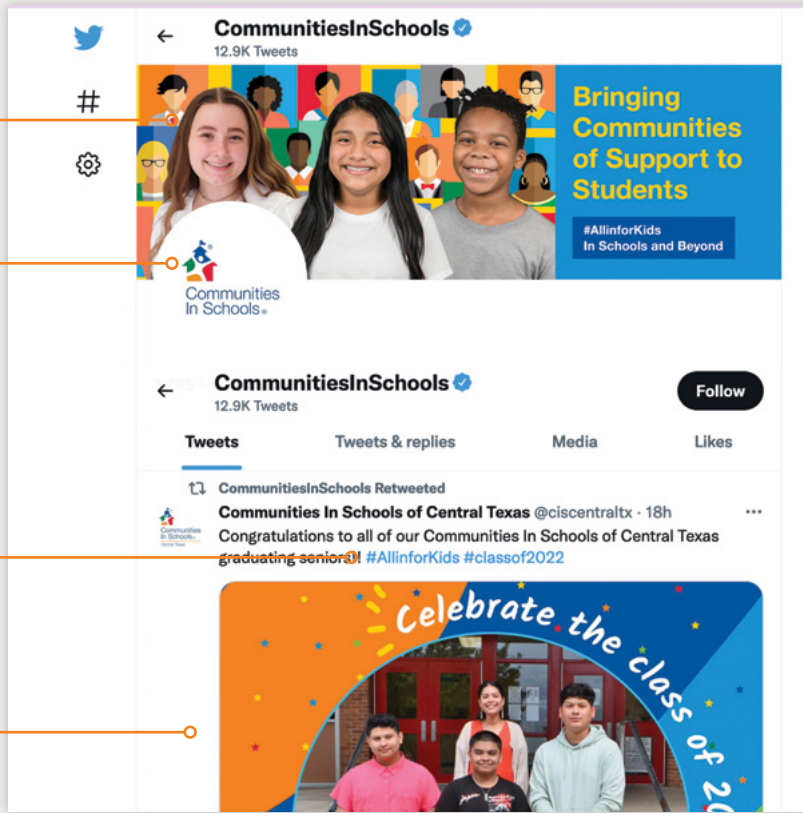
### Twitter

Approved header

Correct logo

#AllinforKids to promote CIS

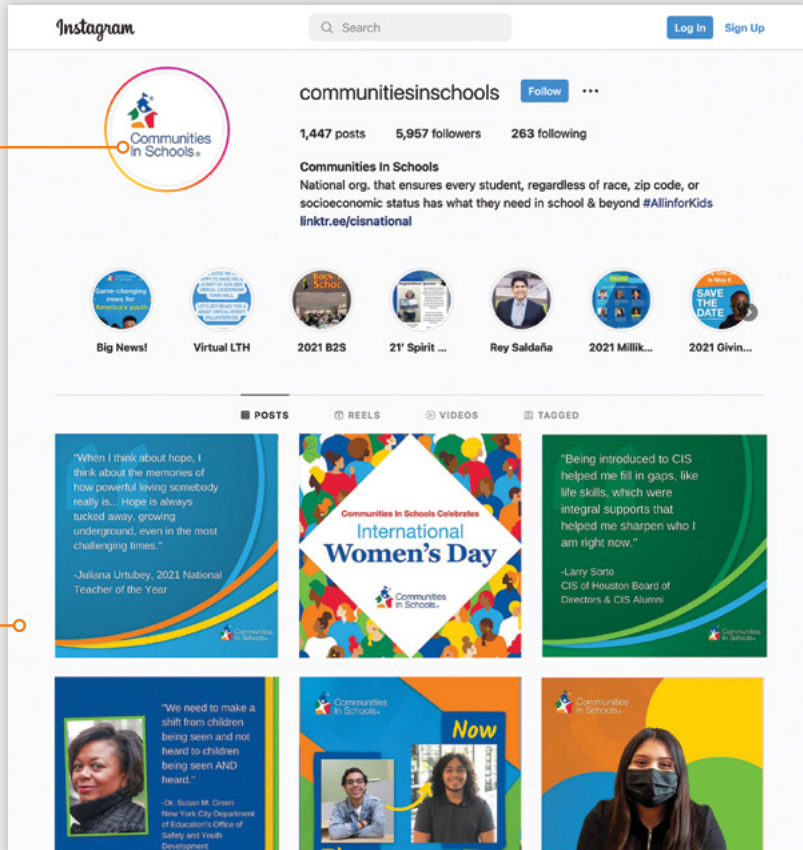
Brand-consistent graphics with strong use of photography



### Instagram

Correct logo

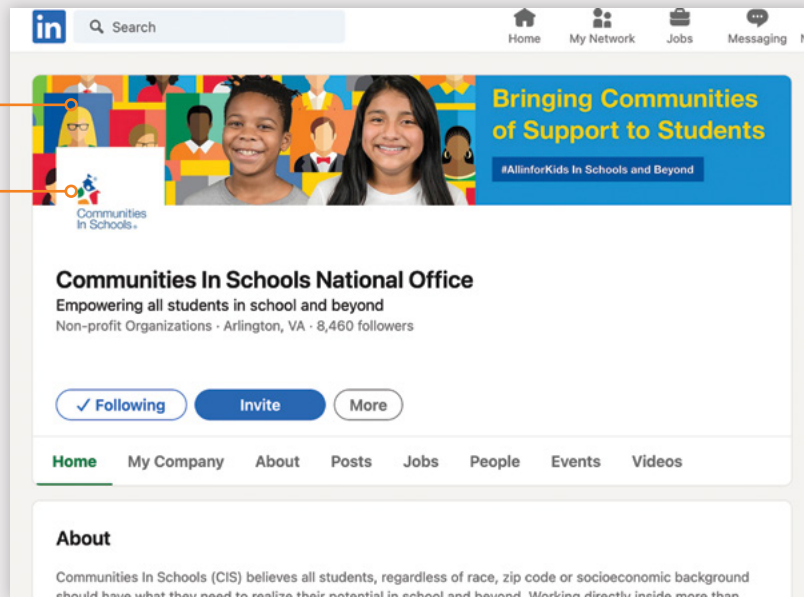
Brand-consistent graphics to highlight news, promote events, and tell CIS story



## LinkedIn

Approved header

Correct logo

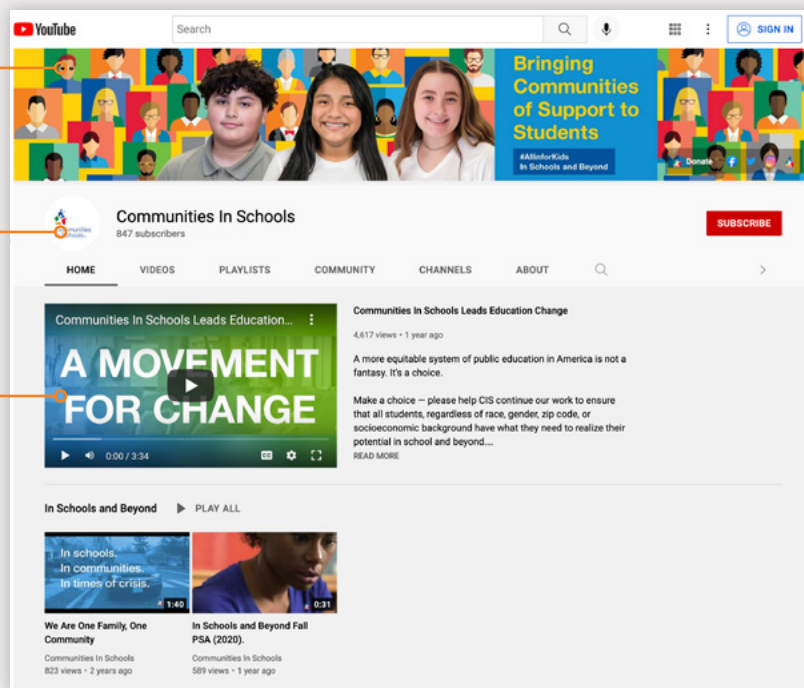


## YouTube

Approved header

Correct logo

Anthem video as a featured video





## Apparel and Accessories

We strive for bold visibility and choose Blue Campaign Color as our primary color for apparel. At the CIS Store we use Sapphire. When ordering from different vendors, please choose the closest shade of blue that matches the Blue Campaign Color. Various promotional items are available for customizing and purchase at the CIS Store: [Shop.CommunitiesInSchools.org](https://Shop.CommunitiesInSchools.org)



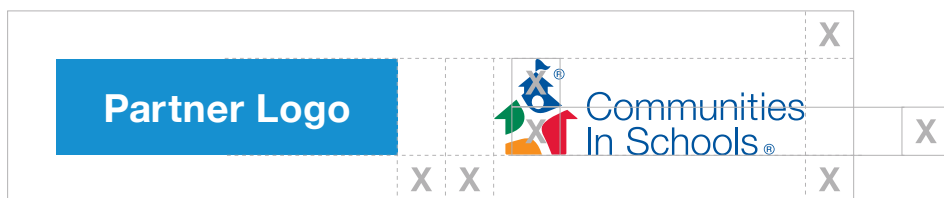
## Co-Branding

When Communities In Schools partners with other organizations, the logo is linked close to partners logos. The clear space between the logos equals 2X. The X is half of the height of the school house logomark.

### Partnering with One Organization

When partnering with one organization, the horizontal Communities In Schools logo should be used if a partner logo is landscape orientation. The stacked Communities In Schools logo should be used if a partner logo is portrait orientation or square.

#### Horizontal Logo



#### Stacked Logo



### Partnering with Multiple Organizations

When partnering with multiple organizations, use either the horizontal or stacked Communities In Schools logo.





Communities  
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[CommunitiesInSchools.org](https://www.CommunitiesInSchools.org)