

TACOMA AREA LITERACY COUNCIL

Style Guide

June 2017



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Overview

Mission Statement

The Tacoma Area Literacy Council strives to improve the lives of people in our community by helping adults achieve their English literacy goals. We provide free and confidential one-on-one instruction to adults in reading, writing, speaking and comprehending English. Tacoma Area Literacy Council also promotes public awareness of adult literacy needs throughout Pierce County.

Tagline

Changing lives for the better through literacy.

Voice

Character and personality of TALC: Friendly, trained, helpful and caring

Language

Construction of content: Clear, conversational yet instructional

Elevator Speech

When communicating with prospective TALC members, prospective tutors or interested community members include the following:

One in six adults can't read, and another one in five read at only a basic or low level. This fact affects you either directly or indirectly because it hurts the communities in which you live.

Reading is fundamental to being an informed citizen, a productive coworker, a better neighbor and parent.

When used in print: Since you are reading this, you can help someone live a better life by becoming a tutor. You can donate a few hours a week to help someone read and write or learn to speak English. Or, consider donating other skills or resources to help grow this cost-effective program and help more of your neighbors lead successful lives. Learn more at www.tacomaliteracy.com

When used in person: If you can read, you can help someone live a better life by becoming a tutor. You can donate a few hours a week to help someone read and write

Elevator Speech (cont.)

or learn to speak English. Or, consider donating other skills or resources to help grow this cost-effective program and help more of your neighbors lead successful lives. Learn more at www.tacomaliteracy.org.

The rewards are amazing!

When communicating with prospective adult English language learners, please include the following:

Do you want to learn to read and write or speak English better so that you can find a job, get a promotion, read a story to your children or grandchildren?

TALC provides free, confidential, one-on-one tutoring opportunities and can help you achieve your literacy goals.

Call or go online to learn more. 253-272-2471, www.tacomaliteracy.org.

Proliteracy Affiliation

Tacoma Area Literacy Council is a Member Organization of ProLiteracy.

Website

Whenever possible, include a hyperlink in your electronic materials to: www.tacomaliteracy.org and encourage others to visit the site for more information.

Logos

Tacoma Area Literacy Council Logo

The blue colored logo with text should be used in most cases. Use the vertical logo in cases of tall orientation, and the horizontal logo in cases of wide orientation. In some instances, the logo with no text can be used as long as the text is accompanied elsewhere or brand recognition is already established.

In cases of black and white schemes or dark background colors, use the alternate logos (black or white).

Regular

In most instances, use the blue logo.



Horizontal



TACOMA AREA
LITERACY COUNCIL

Vertical



No text

Black

For black and white schemes, use the black logo.



Horizontal



TACOMA AREA
LITERACY COUNCIL

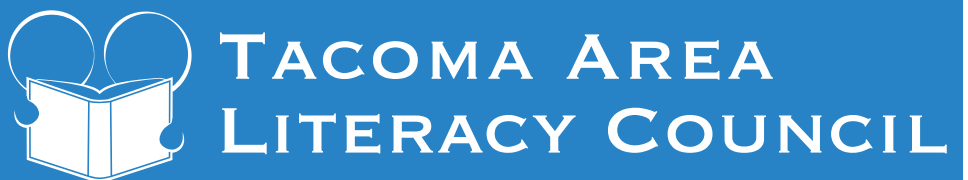
Vertical



No text

White

For dark backgrounds, use the white logo.



Horizontal



TACOMA AREA
LITERACY COUNCIL

Vertical



No text

ProLiteracy Logo

ProLiteracy members may use the logos below for communication efforts. To download, visit <https://proliteracy.org/Resources/Media-Kit/Logos>. When using these logos, please follow the ProLiteracy Member Logo Standards.



Color



Black and White



Black



White

Fonts

For logo use only:

COPPERPLATE

Main Titles:

Verdana bold

Secondary Titles:

Verdana

Body:

Verdana

Colors

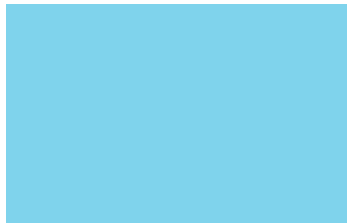
The main three colors should be used a majority of the time in print and digital media. The first blue should be the most prominent.

Secondary colors can be used in small amounts to accent the main colors.

Main colors



RGB: 36, 132, 198
CMYK: 80, 40, 0, 0
HEX: #2484C6



RGB: 129, 211, 235
CMYK: 45, 0, 5, 0
HEX: #81D3EB



RGB: 0, 173, 221
CMYK: 74, 11, 4, 0
HEX: #00ADDD

Secondary Colors



RGB: 138, 198, 64
CMYK: 51, 0, 100, 0
HEX: #8AC640



RGB: 247, 148, 29
CMYK: 0, 50, 100, 0
HEX: #F7941D



RGB: 109, 110, 113
CMYK: 0, 0, 0, 70
HEX: #6D6E71