



# Brand Guidelines and Assets for Third Parties

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# What is a brand?

A brand is not a logo. It is not a graphic, or a campaign, or an initiative, or anything that can shift and change over time.

It is fitting that we are Digital Promise, as a brand is actually a promise. Organizations that keep their promise—in that they are consistent, dependable, and trustworthy in delivering on their work—build a strong brand.

Although we have many projects under the Digital Promise umbrella, the words and visuals we use contribute to our one Digital Promise brand.

**The Words:** What we say, and how we say it, matters. Consistent language reflects our shared mission and values, and it makes it easier to understand and communicate what we do. Before something is published or shared, consider: Does the language incorporate our standards? Have you reviewed the Style Guide for approved grammar, definitions, and guidance? Does it look and sound like Digital Promise?

**The Visuals:** Visual consistency (e.g., graphics with a similar look and feel, properly used logos, approved colors) builds Digital Promise's identity and connects multiple types of content. Before something is published or shared, consider: Does it look excellent? Does it conform to our visual standards? Does it look and feel like Digital Promise? Has it been approved by a member of the Communications team?

We all have a shared responsibility to represent Digital Promise and our colleagues in the best way possible as we work toward our shared mission: to accelerate innovation in education.

## Brand Guidelines

### Company Name and Logo Guidelines

In addition to receiving Digital Promise's prior approval, third parties looking to use the Digital Promise company name and/or the Digital Promise logo, must be diligent in abiding by the branding requirements detailed in these Digital Promise company name and logo guidelines for third-party usage.

### Proper Use of the Digital Promise Company Name

The preferred textual treatment is "Digital Promise". Each of "Digital" and "Promise" must be set with an initial capital letter only.

### The Digital Promise Word Mark

#### Spelling

The Digital Promise word mark is a trademark, and as such its spelling cannot be changed. It is to be used in English and must not be translated into other languages.

#### Use of the "@" symbol

The registered trademark symbol "@" should be added in superscript format immediately following the first and most prominent use of the Digital Promise word mark in a given communication.

#### Correct form

The Digital Promise word mark should not be used as a noun. Upon first and most prominent use in a given communication, the Digital Promise word mark must be followed by an appropriate generic term. Never abbreviate, shorten, or alter the mark. Do not pluralize or make it possessive. The mark should never be used in domain names, except those owned by Digital

Promise or its affiliated companies.

### Trademark attribution statement

When using the Digital Promise word mark, use the trademark attribution statement as followed to acknowledge Digital Promise's trademark ownership: "Digital Promise is a trademark of Digital Promise Global, registered in the United States and other countries, used with permission. This trademark attribution statement generally appears at the end of a document, on the back of a package, at the bottom of a press release or a web page, or on the inside cover of technical documentation, but it may be included with other legal notices per the third party's typical usage or guidelines."

### The Digital Promise Logo

#### Approval for use of the Digital Promise logo

All third-party uses of the Digital Promise logo and/or word mark require advance review and approval by the Digital Promise Communications team. Please allow 24 hours for approval.

# Brand Assets for Third Parties

## Logo

The Digital Promise logo may only be used with express permission from our Chief Communications Officer. Once granted, please use judiciously and observe the following guidelines:

### Never

- Stretch or distort the logo graphic
- Change the colors
- Use the Logo as part of a sentence
  - Only use as a graphic mark
- Place the color logo over anything but solid white
  - This includes photos or patterns
- Use the color blocks as a graphic separate from the logo
- Create logo lockups with other brands
  - If a partnership warrants, this will be done internally by Digital Promise only

### Always

- Attain signoff of final placed logo by an authorized member of the Digital Promise Communications team
- Afford plenty of space around the logo so that is not too crowded
- Use the solid white or black versions over backgrounds, patterns, textures or photos
  - White on dark backgrounds
  - Black on light backgrounds



## Color

A limited color palette derived from our core brand may be used for collaborative outputs. These should only be used when Digital Promise is the anchor brand, and all work relying on this palette must be reviewed and approved by Digital Promise's Creative Director or CCO.



RGB: 215|44|68  
CMYK: 10|96|74|1  
HEX: #D72C44



RGB: 115|153|203  
CMYK: 56|32|2|0  
HEX: #7399CB



RGB: 166|206|76  
CMYK: 40|0|90|0  
HEX: #A6CE4C



RGB: 103|103|103  
CMYK: 60|50|50|20  
HEX: #676767

## Type

The official Digital Promise font is Museo Sans. For bold, use 700. For body copy, use 300. Digital Promise is not legally authorized to distribute this font. It is available to subscribers of Adobe Creative Cloud.

If Museo is unavailable or if working on a platform that does not accept these fonts, use Calibri as a replacement. If Calibri is unavailable, use a clean, easily read sans serif typeface.

## Language

The Digital Promise External Style Guide outlines our organization's preferred use of formatting and language. It also offers writing tips, as well as definitions and suggestions for when to use popular Digital Promise-related terms.

This is an abbreviated version tailored specifically for external partners or contractors who are drafting written content (reports, blog posts, etc.) for Digital Promise.

Please contact a member of the Digital Promise Communications team with any questions.

