

Brand Guidelines



Friendship Public
Charter School
GRADES PRE-K3 TO 12





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Logo

Our story

**Blue sky. Green grass. A house.
And a tree with a smiling face.**

Welcome, the logo seems to say. There is room for you here.

Our logo reflects our history, purpose and identity — all rooted in the belief that every child has a place to learn, grow and thrive at Friendship Public Charter School.

Since its founding in 1997, Friendship has accomplished some extraordinary things. Twelve campuses; over 4,200 students; nearly 800 teachers and staff. A 95 percent graduation rate. Among graduates, a stunning 100 percent college acceptance rate. Scholarships totaling nearly \$90 million in just the past few years alone.

Such achievements are badges of our identity. As with all accomplishments, they have required ownership and consistency. They deserve pride and celebration.

Our brand deserves no less. This style guide comprises the elements of the Friendship brand. Our brand tells people we know who we are, and that we take the time to get things right.

Every conversation, photograph, brochure, flyer, event, presentation, ad, tweet, post and snap reflects our brand integrity.

Most important, for a school with rigorous standards, brand ownership and consistency shows we practice what we teach.

Friendship is the vision of student success we live every day. Taking pride in our brand ensures we convey that vision — and that success.

Yours in service,

Patricia Brantley
CEO, Friendship Public Charter
School



Logo

The basics

The Friendship logo is the most important element of the visual brand. It should be used consistently, so it is easily identifiable with Friendship. The following guidelines will ensure our logo is always displayed correctly.

The main version is the full-color, horizontal logo with tagline. Use this version on a white (or very light) background, so it is easy to read.



Friendship Public Charter School

GRADES PRE-K3 TO 12

Logo

Alternatives



Friendship Public
Charter School
GRADES PRE-K3 TO 12



Friendship Public
Charter School

LOGO WITHOUT TAGLINE

Dealing with a small spot? The logo without the tagline can be used when a) it fits better in the available space, or b) the tagline is too small to read comfortably.



Friendship Public
Charter School

STACKED LOGO

Dealing with a square spot? This stacked version of the logo can be used when it fits better in the available space.

Logo

Backgrounds

The full-color Friendship logo should be used on a white (or very light) background. There is also a version with white text, for use on dark or photo backgrounds. Whichever version you use, there should be plenty of contrast between the logo and background.



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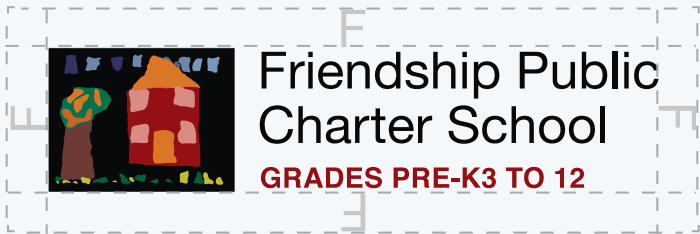
Friendship Public
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GRADES PRE-K3 TO 12

Logo

Clear space & minimum size

CLEAR SPACE

The logo should always have space around it to breathe—to separate it from other elements (like photos or text) and help it stand out. The minimum amount of clear space on all sides is equal to the height of the “F.”



MINIMUM SIZE

The main horizontal logo should never be smaller than 1.25 inches wide on printed pieces.



Friendship Public
Charter School



1.25 inches

The stacked logo should never be smaller than .75 inches wide on printed pieces.



Friendship Public
Charter School



.75 inches

Logo

Misuse



Do not —
Use an old logo



Do not —
Put the logo on a
background without
enough contrast



Do not —
Put the logo on a photo
without enough contrast
for the whole logo.



Do not —
Use an old logo



Do not —
Add artistic filters to the
logo, like shadows,
gradients, or strokes.



Do not —
Change the logo colors.



Do not —
Stretch the logo



Do not —
Skew or rotate the logo.



Do not —
Crop the logo

Logo

Co-branding

There are times when Friendship will partner with other organizations, so our logos will be used together. If the partnership is equal, the Friendship logo should be roughly the same size as the partner logo(s). See the terms of the individual partnership agreement for any additional co-branding requirements.



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Partner Logo

Logo

Campuses

For official correspondences (such as letterheads), Friendship campuses should use Friendship-branded logos.



Friendship Public
Charter School
Armstrong Elementary



Friendship Public
Charter School
Collegiate Academy



Friendship Public
Charter School
Tech Prep Middle



Friendship Public
Charter School
Armstrong Middle



Friendship Public
Charter School
Ideal Elementary



Friendship Public
Charter School
Tech Prep High



Friendship Public
Charter School
Blow Pierce Elementary



Friendship Public
Charter School
Ideal Middle



Friendship Public
Charter School
Woodridge International Elementary



Friendship Public
Charter School
Blow Pierce Middle



Friendship Public
Charter School
Southeast Elementary



Friendship Public
Charter School
Woodridge International Middle



Friendship Public
Charter School
Chamberlain Elementary



Friendship Public
Charter School
Southeast Middle



Friendship Public
Charter School
Chamberlain Middle



Friendship Public
Charter School
Online Academy

Primary

Main Red

HEX #D92632
RGB 203 51 59

CMYK 2, 97, 85, 7
PANTONE 1797

Dark Red

HEX #941014
RGB 147 39 44

CMYK 0 97, 89 45
PANTONE 7622

Teal

HEX #07a5a8
RGB 79, 159, 166

CMYK 75, 10, 37, 6
PANTONE 2234

Secondary

Blue

HEX #3A5DAE
RGB 203 51 59
CMYK 2, 97, 85, 7
PANTONE 1797

Navy

HEX #093266
RGB 203 51 59
CMYK 2, 97, 85, 7
PANTONE 1797

Gold

HEX #F2A900
RGB 203 51 59
CMYK 2, 97, 85, 7
PANTONE 1797

Typography

Typeface

The consistent use of a single typeface for all external communications creates a strong visual link between all forms of printed matter while providing a distinctive look associated with the Friendship brand.

The primary typeface chosen for Friendship's brand communications—Roboto—has a straight forward, contemporary, highly readable quality that supports Friendship's brand mission.

When using these fonts, no embellishments like shadows, outlines or excessive character spacing should be added. Character width must always remain at 100 percent.

Roboto Slab Black
Roboto Slab Bold
Roboto Slab Regular
Roboto Slab Light
Roboto Slab Thin

Roboto Black
Roboto Bold
Roboto Regular
Roboto Light
Roboto Thin

HEADERS

Roboto Slab is the main display typeface. It should be used for large headlines, not for body text.

Roboto Slab can be downloaded for free at <https://fonts.google.com/specimen/Roboto+Slab>

BODY

Roboto is the main typeface for body text. It works well at small and large sizes so can also be used in captions, subheads, etc.

Roboto can be downloaded for free at <https://fonts.google.com/specimen/Roboto>

Typography in Action

Headers & Body

HEADERS

→ Roboto Slab is the main display typeface. It should be used for large headlines, not for body text.

BODY

→ Roboto is the main typeface for body text. It works well at small and large sizes so can also be used in captions, subheads, etc.



Friendship Public Charter School

YOU BELIEVE YOUR CHILD CAN ACHIEVE ANYTHING. SO DO WE.

Beginning with just two campuses in 1997, Friendship now spans twelve campuses, including an online program, for students in grades Pre-K3 to 12. Our rigorous curriculum, exemplary instruction, resource-rich learning environment, and unwavering commitment to prepare students for college and career have made Friendship one of D.C.'s leading charter school systems.

The road to college can be daunting. But thanks to Friendship's 19 years of experience guiding students to and through college, we have developed one of the most comprehensive roadmaps for student success anywhere. Driven by great educators, an instructional program that develops inquisitive and confident thinkers, and a belief that every child can achieve, we empower our students to discover and grow as scholars.

Friendship's exceptional teachers and knowledge-building approach to student instruction have produced remarkable results: Tier I elementary and middle schools, a robust middle and high school Advanced Placement program, the District's first Early College charter high school, graduation and college acceptance rates that rival the best in the area.

Beyond the classroom, extended learning and athletic development round out the whole student. From award-winning robotics teams to a football program that produces stars on and off the field, Friendship students develop character traits like persistence, grit, and resilience that will further prepare them for college.

With our deeply rooted commitment to the D.C. community, Friendship is uniquely equipped to take an extraordinary journey with students and their families. We are proud of our challenging and culturally-responsive learning approach, relentless emphasis on college completion from the beginning, and high-performing classrooms and instruction. But don't take our word for it. Our student success demonstrates what a world-class education looks like.



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Photos

Warm, authentic photos of scholars and teachers are an integral part of the Friendship brand. They should be candid and use natural lighting. Photos, and particularly photo combinations, should reflect the diversity of the Friendship community and the wide range of subjects taught on our campuses.

STUDENTS

Friendship students are empowered and strong achievers. To convey this, Friendship's imagery should show alert and confident students in academic settings.



Photos

TEACHERS

Friendship's teachers are committed. Our imagery should reflect teachers enjoying their professions and using various tools to educate students.



Secondary Graphic Elements

Icons



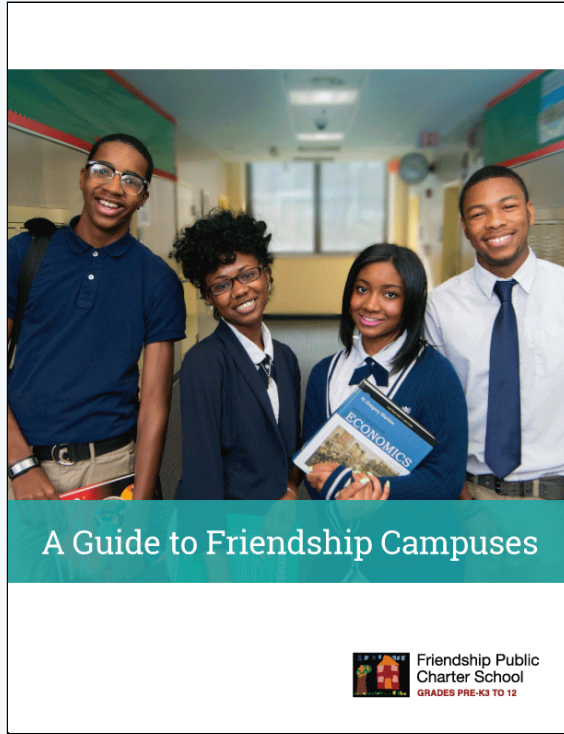
Brand in Action

Marketing Booklet

Colors: The booklet cover uses a primary color for the bar (at 85% opacity).

Logo: Since this is a Friendship-wide booklet, the main Friendship logo is used. It's in the bottom right corner here, but could also appear at the top.

For marketing materials, incorporate large photos and lots of clear space.




Brand in Action


Flyers

About Friendship


95%
OR MORE
FPCS GRADUATION RATE
consistently exceeds the District and national averages




100%
of FPCS graduates are accepted to a 4-y college or other institution of higher learning



OUR EARLY COLLEGE PROGRAM
offers students the opportunity to earn up to 2-y ears of college credit at no cost while in high school




OVER 60%
of high school students enrolled in an Advanced Placement or Honors course



To date, Friendship high school graduates have **EARNED OVER \$70 MILLION** in scholarships since 2009


1997



1200 STUDENTS
on 2 school campuses


↳ 400 students

TODAY



4200 STUDENTS
on 12 campuses
with over 700 staff

↳ 200 students



more than
2,000 GRADUATES
and counting

↳ 200 students

OPEN HOUSES

Armstrong Academy (Grades: PreK3-8)
1400 1st St NW | Washington, D.C. 20001
January 8, 2020 | 9:00a.m. – 10:00a.m.
January 22, 2020 | 5:00p.m. – 6:00p.m.

Blow Pierce Academy (Grades: PreK3-8)
725 19th Street NE | Washington, D.C. 20002
January 22, 2020 | 8:00a.m. – 10:00a.m.
January 25, 2020 | 12:00p.m. – 3:00p.m.


Collegiate Academy (Grades: 9-12)
4095 Minnesota Avenue NE | Washington, D.C. 20019
January 25, 2020 | 10:00a.m. – 2:00p.m.

Ideal Academy (Grades: PreK3-8)
6130 N. Capitol Street NW | Washington, D.C. 20011
January 8, 2020 | 9:00a.m. – 10:00a.m.

Southeast Academy (Grades: PreK3-8)
645 Milwaukee Avenue SE | Washington, D.C. 20032
January 13, 2020 | 1:00p.m. – 2:00p.m.

Tech Prep Academy (Grades: 9-12)
620 Milwaukee Avenue SE | Washington, D.C. 20032
January 17, 2020 | 9:00a.m. – 10:00a.m.
January 25, 2020 | 10:00a.m. – 1:00p.m.

Woodridge Academy (PreK3-8)
2959 Carlton Avenue NE | Washington, D.C. 20018
January 16, 2020 | 10:00a.m. – 11:00a.m.



Friendship Public Charter School
GRADES PRE-K3 TO 12

friendshipschools.org

Brand in Action

Social Media Posts



**You Believe
Your Child
Can Achieve
Anything.
So Do We.**

Choose Friendship
Enroll Today



Friendship Public
Charter School
GRADES PRE-K3 TO 12

NOW HIRING FOR 

**Academy
Director**
POSITIONS



Friendship Public
Charter School
GRADES PRE-K3 TO 12



Brand in Action

Campus-Specific Materials

Colors: This Woodridge flyer uses Blue and Gold, its campus-specific colors.

Logos: For campus materials, the mascot shouldn't appear by itself—it should be accompanied by the official campus logo. The mascot should appear on the right, and the official campus logo on the left. Here, they are at the bottom of the page.

Logos: Logos can also appear at the top of the page.



Friendship Woodridge International School

Friendship Woodridge International School is a Pre-school (3 year olds) to 8th grade school located in Ward 5 of the District of Columbia.

Praised for its International Baccalaureate and Tier 1 status; Woodridge has a robust and rigorous academic environment and nurturing staff. Teachers ensure that every student achieves mastery of content by integrating a range of learning experiences in daily instruction. With offerings such as, Smart Lab technology center, science lab, an interactive library, art, music and Spanish language, Woodridge also offers an intensive after school intervention program to help students increase their mastery in core subjects.

Woodridge has a strong athletic department focused on developing the scholar-athlete. Our cheerleading, dance, track and basketball teams are all championship winning sports.

Hours of operation are from 7:45 am to 4:00pm, with enrichment activities before and after school and on the weekends.

OUR MISSION
The mission of Friendship Woodridge International School is to develop inquiring, knowledgeable, and caring life-long learners who actively contribute to their global community through intercultural understanding and respect.

OUR VISION
All Woodridge Scholars will acquire the academic and social competencies to get to and through college

WHAT IS AN IB EDUCATION
The International Baccalaureate (IB) is more than its educational programs and certificates. IB programs are motivated by a mission to create a better world through education. The program aims to promote intercultural understanding and respect, not as an alternative to a sense of cultural and national identity, but as an essential part of the 21st century.


An IB education differs from other curricula because it:

- encourages student to think critically and challenge what they are told.
- integrates all subjects and content across the curriculum,
- independent of governments and national systems, and therefore able to incorporate best practice from a range of international frameworks and curricula
- encourages students to consider both local and international environments


All of our instructional resources support the Common Core State Learning Standards.



Friendship Public Charter School
WOODRIDGE INTERNATIONAL MIDDLE



Friendship Public Charter School
WOODRIDGE INTERNATIONAL MIDDLE



Dear Families,

This past September, I began receiving a gift.

It is not a gift I can unwrap. No balloons or cards. But the gift unfolds before me each time I lead a group of Friendship scholars through the recently opened National Museum of African American History and Culture at the Smithsonian.

I watch young, bright minds piece history together and soak in a culture that comes alive. I light up when I see these students connect the contributions of African Americans to the evolution of a nation.

The gift is to know that one of these students, maybe more, is thinking: "I could do something like that!"

And they can. I believe they will.

Friendship students already have a boost.

Friendship Public Charter School distinguishes itself through an unparalleled commitment to students. Each of our schools is rooted in a rigorous and knowledge-building curriculum; led by the highest-caliber teachers anywhere in the nation; and committed to making vigorous investments in leading-edge resources including new technology.

Using data as our guide, we provide our students with meaningful support, challenging academics, and engaging extracurriculars that expand learning well beyond the classroom. Our nurturing environment ignites a passion for lifelong learning.

We also subscribe to a few basic tenets: Dream big. Meet challenges head-on. Don't quit. Believe.

At Friendship Public Charter School, we think these tenets are foundational factors for a life of true citizenship. We even crafted a Friendship School Bill of Rights:

- The right to a high-quality education regardless of address.
- The right to be appreciated, encouraged, and mentored.
- The right to personal dignity, self-worth, and pride of accomplishment.

Parents and families are our partners in the journey toward these important goals. We think of the entire Friendship community as a large family, all doing our best to support our children.

We hope you'll consider joining our family at Friendship in 2017.

The museum hasn't been open very long, but already it is having a positive impact in the community. I hope its well-deserved presence on the National Mall serves as a reminder to all to: Dream big. Meet challenges head-on. Don't quit. Believe.

Sincerely,
Patricia A. Brantley
CEO

Writing & Speaking

WHAT IS FRIENDSHIP? (ONE-LINER)

Friendship is one of the District of Columbia’s largest and highest-performing public charter school networks, with 12 schools serving over 4,200 students in prekindergarten through 12th grade.

MISSION STATEMENT

Our mission is to provide a world-class education that prepares students for college success and a career of their choice. Friendship empowers students to achieve high academic standards, enjoy learning, and develop as ethical, well-rounded and self-sufficient citizens who contribute actively to their communities.

FRIENDSHIP PUBLIC CHARTER SCHOOL

Use the full name, “Friendship Public Charter School,” on first reference for official documents.

“Friendship,” not “FPCS,” is preferred on second reference to convey the sense of warmth and unity associated with the brand.

“FPCS” is acceptable when needed for space or in longer pieces to vary wording.

Use “Friendship Public Charter School network” when referencing all Friendship schools in official documents.

“Friendship” should also precede the name of every school on first reference.

TAGLINE/CREDO

- You believe your child can do anything. So do we.
- Friendship makes college dreams come true

STUDENTS

We refer to our students as “students” or “scholars.”

PUBLIC CHARTER SCHOOL

Use the full phrase “public charter school.” Do not simply use “charter” in any reference.

PUBLIC CHARTER SCHOOLS VS. TRADITIONAL SCHOOLS

Public charter schools are tuition-free public schools open to all district residents. Traditional schools and public charter schools are both committed to delivering a high-quality education for every student. Traditional schools are run by a central authority – the chancellor of D.C. Public Schools. Public charter schools are run by nonprofit organizations and authorized by the D.C. Public Charter School Board

HISTORY

In 1997, as head of Friendship House – a century-old organization for local families living in poverty – noted advocate and educator Donald L. Hense launched Friendship Public Charter School. Committed to turning around the District’s then-extreme high school dropout rate, Friendship opened its first two schools, serving 1,200 students. Today, Friendship’s D.C. network comprises 12 schools, educating over 4,200 students in five wards (4,5,6,7,8). This includes an International Baccalaureate elementary and middle school, STEM-immersion middle and high school, Early College high school and Reggio Emilia arts-education preschool program.

In 2016, Mr. Hense retired as Friendship CEO and was succeeded by longtime COO Patricia Brantley. For more information about Friendship, visit www.friendshipschools.org.

VOICE/PERSONALITY

If Friendship was a person, what would she/he be like?

Focused, respectful, inquisitive, determined, optimistic, scholarly

Grammar & Spelling

ADDRESSES

- Abbreviate only avenue, boulevard and street, and do so only when using full addresses.
- Always use figures for an address number.
Example: 9 Morningside Circle
- Spell out and capitalize First through Ninth when used as street names
- Use figures for 10th and above.
Example: 7 Fifth Ave.; 100 21st St.
- Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address. Example: 222 E. 42nd St.; 600 K St. NW
- Do not abbreviate if the number is omitted. Example: East 42nd Street, K Street Northwest
- No periods in quadrant abbreviations. Example: NE, NW, SE, SW

CAPITALIZATION AND TITLES

Works: Things such as books, movies, paintings and so on get title-style capitalization and quotation marks.
Example: He couldn't put down "The Fire Next Time."
Her favorite album was "Thriller."

FARTHER, FURTHER

Farther refers to physical distance:
Example: He walked farther into the woods.
Further refers to an extension of time or degree:
Example: She will look further into the mystery.
(Hint: To keep these straight, remember there's no such word as "farthermore.")

COMMAS

- When the last item in a series is connected by a coordinating conjunction (e.g., and, or, but, nor, for, yet, so), do not use a comma before the conjunction.

Example: Friendship students are inquisitive, determined and college-focused.

- Use a comma to separate two independent clauses connected by a coordinating conjunction.
Example: The Collegiate Knights football team won the game and advanced to the final round.

- A compound predicate (two or more verbs serving the same subject) does not need a comma.
Example: Ms. Brantley addressed our teachers and received a standing ovation.

A.M. AND P.M.

Time descriptors "a.m." and "p.m." should be abbreviated with lowercase letters and with periods.

WASHINGTON, D.C.

Lowercase the "district" on second reference. Always use periods with "D.C.," even in mailing addresses.

OTHER DOS & DON'TS

- prekindergarten or pre-K (pre-K3, pre-K4)
- high-performing
- teacher, not Teacher; (always use lowercase for titles unless it's a formal title preceding a name)
- alumni:

alumna: singular; one female graduate
alumnus: singular; one male graduate
alumni: plural; two or more female and/or male graduates

Note: Alum is used in casual settings such as social media.

Need more? Reference the Associated Press Stylebook, Friendship's preferred grammar and writing style guide.

Need help?

**Have any questions?
Contact a member of the communications team.**



**Friendship Public
Charter School**

GRADES PRE-K3 TO 12

V5 06/09/20
J. Schwartz
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