

FRIENDSHIP BRAND GUIDE



Friendship Public
Charter School

GRADES PRE-K3 TO 12



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Telling 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

FRIENDSHIP LOGO

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 | Alternates

STACKED LOGO

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



Friendship Public
Charter School
GRADES PRE-K3 TO 12

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



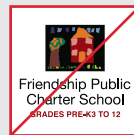
Friendship Public
Charter School

Real-World Example

Social profile images (for Facebook, Twitter, etc) are square and show up in large and small sizes. The stacked logo with no tagline is the best fit here.



The horizontal logo wastes most of the available space.



The tagline will be illegible at small sizes.



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.



Full-color logo can be used on light photo backgrounds.



Logo with white text can be used on dark photo backgrounds with plenty of contrast.

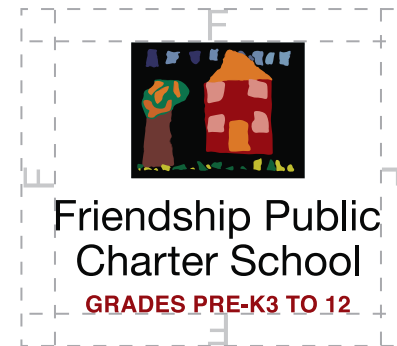
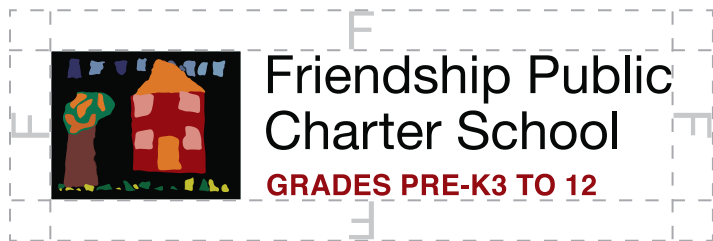


If a photo does not have enough contrast, the logo can be used along with a color bar. The color bar can be opaque, or have an opacity of 85%.

Logo | Clear Space and Minimum Size

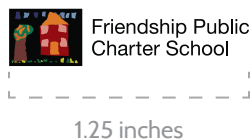
CLEAR SPACE

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”

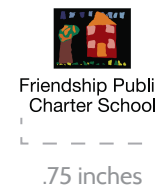


MINIMUM SIZE

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

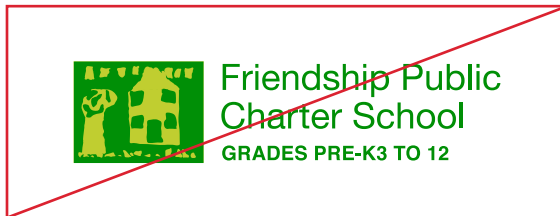


The stacked logo should never be smaller than .75 inches wide on printed pieces.

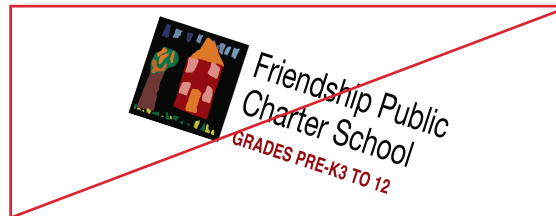


Logo | What Not To Do

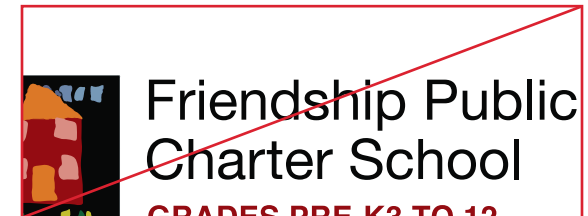
The different versions of the Friendship logo are available as logo artwork files. Always use these files. Do not recreate the logo or alter it in any way. Here are some examples of what not to do with the logo.



Do not change the logo colors.



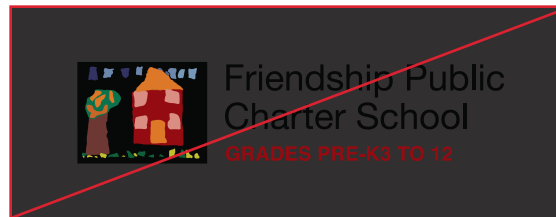
Do not skew or rotate the logo.



Do not crop the logo.



Do not use the text separately from the house icon.



Do not put the logo on a background without enough contrast for the whole logo.



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



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



Do not change the scale or proportion of the logo elements.



Do not substitute a different font.

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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Logo | Campuses

OFFICIAL CAMPUS LOGOS

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



Friendship Public
Charter School
ARMSTRONG ELEMENTARY



Friendship Public
Charter School
CHAMBERLAIN MIDDLE



Friendship Public
Charter School
TECH PREP MIDDLE ACADEMY



Friendship Public
Charter School
BLOW PIERCE ELEMENTARY



Friendship Public
Charter School
COLLEGIATE ACADEMY



Friendship Public
Charter School
TECH PREP HIGH ACADEMY



Friendship Public
Charter School
BLOW PIERCE MIDDLE



Friendship Public
Charter School
ONLINE ACADEMY



Friendship Public
Charter School
WOODRIDGE INTERNATIONAL ELEMENTARY



Friendship Public
Charter School
CHAMBERLAIN ELEMENTARY



Friendship Public
Charter School
SOUTHEAST ELEMENTARY



Friendship Public
Charter School
WOODRIDGE INTERNATIONAL MIDDLE

Color Palette

PRIMARY COLORS

For use on main Friendship-branded materials.



Main Red
PMS 1797
CMYK: 2, 97, 85, 7
RGB: 203, 51, 59
#cb333b



Dark Red
PMS 7622
CMYK: 0, 97, 89, 45
RGB: 147, 39, 44
#93272c



Teal
PMS 2234
CMYK: 75, 10, 37, 6
RGB: 79, 159, 166
#4f9fa6

SECONDARY COLORS

Can be used along with the main Friendship colors on campus-specific materials, where the school colors are needed.



Blue
PMS 7455
CMYK: 90, 66, 0, 0
RGB: 58, 93, 174
#3a5dae



Navy
PMS 534
CMYK: 95, 74, 7, 44
RGB: 27, 54, 93
#1b365d



Gold
PMS 130
CMYK: 0, 32, 100, 0
RGB: 242, 169, 0
#f2a900

Note: Gold should be used mainly as an accent, not for text. It's hard to read.

Typography | Headers

DISPLAY

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 fonts.google.com/specimen/Roboto+Slab.

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

ALTERNATE FONT

When Roboto Slab is not available, Georgia can be used for headlines instead.

Georgia

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic



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.



Friendship Public
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GRADES PRE-K3 TO 12

Typography | Content

BODY COPY

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

Cabin can be downloaded for free at fonts.google.com/specimen/Cabin.

Cabin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Cabin Regular

Cabin Italic

Cabin Medium

Cabin Medium Italic

Cabin Semi-Bold

Cabin Semi-Bold Italic

Cabin Bold

Cabin Bold Italic

ALTERNATE FONTS

When Cabin is not available, Arial can be used for body copy instead.

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic



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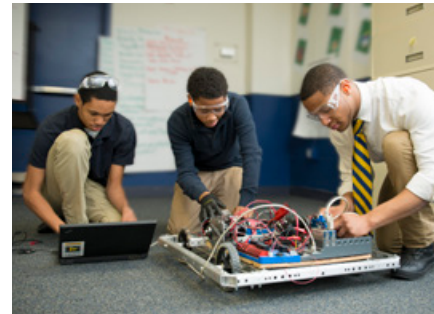
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Photography

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.



Secondary Graphic Elements

DOTTED LINE

A dotted line can be used under main headers, or to break up sections.

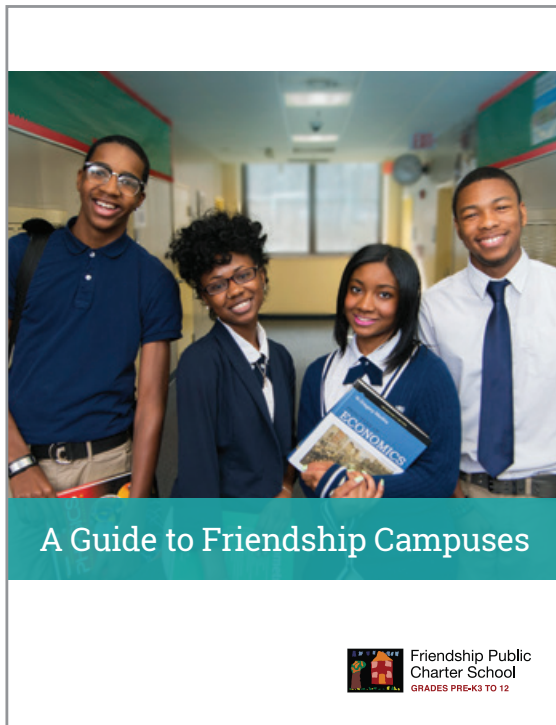
ICONS

Icons can be useful when showing stats, describing something complex, or when appropriate photos are not available.



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 white space.

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Brand in Action

Additional Marketing Materials



Friendship Cares
ENGAGING STUDENTS BEYOND THE CLASSROOM

At Friendship, every moment we have with our students matters. That's why we provide our students and families with Friendship Cares, one of the most comprehensive and engaging extended-day programs in the District.

Research shows that children in high-quality after-school programs are more likely to succeed academically. Friendship Cares, the onsite extended-day program at all five Friendship elementary schools, takes that concept and adds even more value. Our singular program not only provides responsible care but also invests in your child's educational foundations through increased learning time.


Friendship Cares provides two distinct pathways for students:

- The **Early Childhood Pathway** is designed for students in grades pre-K-3 with an academic focus on literacy and mathematics.
- The **Junior Scholars Pathway** is designed for students in grades 4-7, with an academic focus on homework assistance and intervention, including mathematics and reading labs.

Friendship Cares provides a safe, structured, social environment with proven results boosting academic performance. In addition to educational support, the program consists of a range of activities, including decorative and fine arts, field trips and projects in the areas of language and literature, mathematics, science, social studies, and life skills. Friendship Cares is staffed with early childhood professionals, with a student-to-staff ratio of 12:1 for those 5 and younger and 15:1 for those 6 and older.

For questions, please contact Friendship's Office of Extended Learning Programs at 202-281-1700 or oelep@friendshipschools.org.

Please note that Friendship Cares is a licensed after-school program and is fee-based. The weekly fee for the school year is \$70. If you would like to learn more about financial assistance, please call one of our eligibility specialists at 202-281-1700.



Friendship Public Charter School
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About Friendship

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

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

OUR EARLY COLLEGE PROGRAM
offers students the opportunity to earn up to 2-years 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


TODAY
4200 STUDENTS
on 12 campuses with over 700 staff

more than 2,000 GRADUATES
and counting




200 students

Ads



You Believe Your Child Can Do Anything. So Do WE.
Choose Friendship. Enroll today.



Friendship Public Charter School
GRADES PRE-K3 TO 12

The red color bar has 85% opacity, which keeps the photo below visible and the text still easy to read.



Inspire Excellence
Teach at Friendship. Learn more.



Friendship Public Charter School
GRADES PRE-K3 TO 12

This photo isn't wide enough to fill the whole ad space, so the red color bar is left at 100% opacity.



Preparing Students for College and Career Success
Enroll your child at Friendship today.



Friendship Public Charter School
GRADES PRE-K3 TO 12

Brand in Action

Campus-Specific Materials



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.



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.



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

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

Writing & Speaking Guidance

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 Guidelines

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.