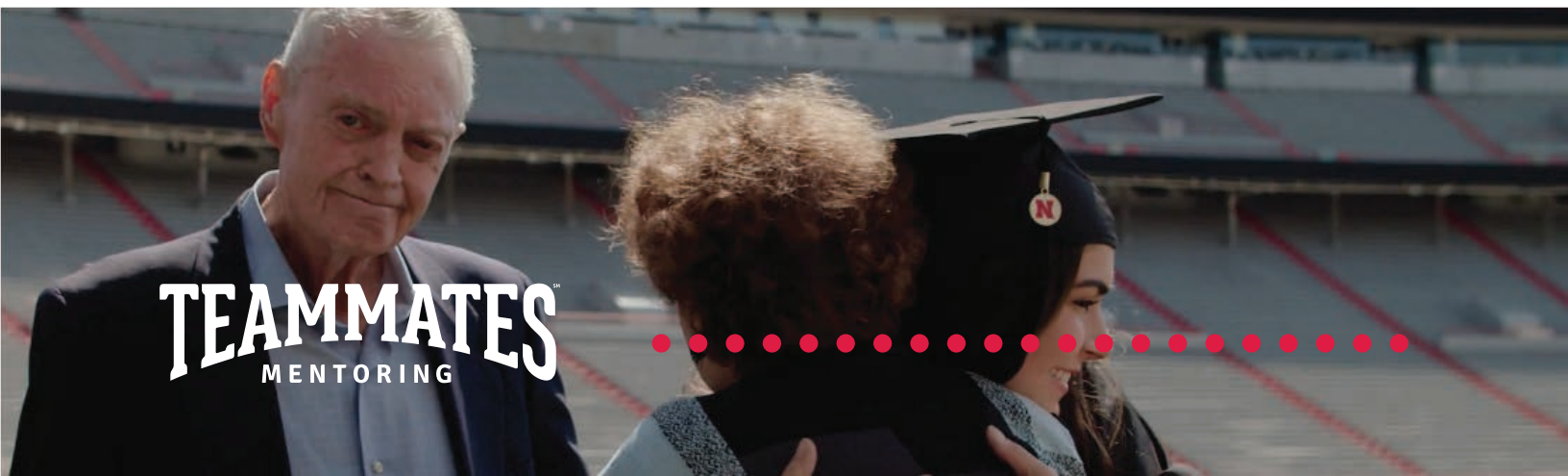




JULY 2022

# Brand Guidelines



**TEAMMATES**  
MENTORING



## BRAND ANTHEM

The TeamMates brand is one of encouragement and hope. Continuously striving to be a National leader, we are passionately aware of how our branding influences the public perception of school-based mentoring. We do not try and fix, transform, or change students' lives. We simply want to **Be there.**

## CORE VALUES

Commitment to Youth  
Safety  
Integrity and Trust  
Inclusion  
Strengths-Based

## STYLISTIC VISION

TeamMates' style is bright. By incorporating more color, more faces, and a bolder font, we are hoping to stand out with fun. Smiling faces and representation from more age, race, ethnic, and ability groups help show our Core Value of inclusion.





## OUR TONE

The tone is how TeamMates presents itself in marketing materials and in the public. Our tone is positive, upbeat, and passionate. We also recognize the struggles youth and adults are facing, and approach these difficult situations with hope.

## OUR FONTS

All marketing materials should use the “Sen” font. This font is bolder, easier to read, and FREE to anyone! You can download “Sen” in Google Fonts by going to <https://fonts.google.com/specimen/Sen?query=SEN> or scanning the QR code below.

**Large Heading**

**Sub-heading**

Body text

The quick brown fox  
jumps over the lazy dog



Free “Sen” file









## OUR SLOGANS

Adults want to feel needed or that they can make a difference, but they're not sure how they can. TeamMates gives adults a chance to do good in their community by simply showing up once a week. The slogans below can help tell this story.

### Be there.

Being a mentor is simple. A student doesn't want you to be their tutor or to come in with a five-point plan and a way to "fix" them. Students want you to be a friend, an advocate, and someone to lean on when they need support. You just need to be there. That's it.

The font for "Be there." is Quicksand Bold.

#### P

### PRIDE

Pride can help move us toward our goals. By having pride in your match, they'll feel a sense of accomplishment and hope. By having pride in your school, you will feel more engaged in your community.

#### P

### PURPOSE

Research shows that having a purpose in life can positively impact a person's wellbeing. Becoming a mentor can help an adult discover or enhance their purpose.

#### P

### PARTNERSHIP

Mentoring couldn't exist without partnerships. School districts, volunteers, students, donors, and supporters have to come together to build a stronger community.





## OUR LOGOS

The TeamMates logo is the main representation of the good our program does in the world, and must be used in all marketing materials. Chapters must use the logo provided to them to market their local program. We no longer use "Together We Transform Lives" above the TeamMates logo.

**Please note: TeamMates logos may only be used in our three primary colors; red, black, and white. They may, however, be paired on different colors of promotional materials (purple shirts, orange coffee mug etc.)**



## OUR PATTERNS

The circle is one of the most recognizable shapes in history. We believe the circle represents unity and hope amongst our matches. When using the red pattern there are no restrictions and should be used as the primary pattern. The multi-colored patterns must remain as a secondary pattern, it cannot be bigger than the red pattern if they show up together, and must consist of all relevant colors when repeating.





## OUR IMAGERY

TeamMates uses the *Open Peeps* domain to represent the varieties of unique matches that exist within our Program. Below, we have a few rules, as well as examples of how to appropriately use this imagery. All questions and sourcing request may be directed to the Marketing and Recruitment Manager at the TeamMates Central Office.

## RULES

Creators and designers must be aware of the gender-presenting qualities within imagery and how it relates to the Program model. Match female with female, male with male.



Creators and designers need to acknowledge the diversity that exists within our matches and reflect these qualities within imagery.



When using color, matches must be the same color. You may only use the TeamMates color palette provided in this document or your school colors. Black and white options are perfectly acceptable.

## EXAMPLES

