



A complete branding guidelines for Center and Corporate branding.



Children's **Dyslexia Centers**



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Our Story

In 1994, the Scottish Rite, Northern Masonic Jurisdiction opened the first Children's Dyslexia Center (formerly called the 32° Masonic Learning Centers for Children) in Massachusetts. Offering one-on-one tutoring and educator certification, it has become a national leader in the effort to help children and their families deal with the challenges presented by dyslexia through the Orton-Gillingham multisensory method.

Today, the Children's Dyslexia Centers span 13 states with 43 Centers and 2 Satellite Tutoring locations, which have assisted almost 15,000 children and trained over 3500 educators since 1994. We have continued to strive to work toward our mission to equip children with the skills and the confidence they need to approach learning with eagerness and without fear.





Who We Are

OUR MISSION

To provide children with dyslexia educational support and confidence.

WHO WE SERVE

Children, parents & educators in our communities

OUR VOICE

We are confident, dedicated & curious.

OUR SUPPORT

Dedicated support comes from Scottish Rite Freemasonry and our community leaders & sponsors.

WHY DO WE DO IT?

We believe every child with dyslexia deserves an opportunity for success.

General Strategic Recommendations

WHY ARE BRAND GUIDELINES IMPORTANT?

In short; **consistency**. Those involved in our Centers wear many different hats ranging from educating, facilitating, marketing, fundraising and focusing on the growth of our students. These guidelines provide clear rules and direction when using the Children's Dyslexia Center's brand assets and telling our story.

A consistent use of these brand assets can help people easily recognize references to the Children's Dyslexia Centers, Inc. and protect our trademarks. Any logos or images found elsewhere on the web that are not noted in this guidebook are not approved for use.

WHO IS THIS GUIDE FOR?

This guide is for anyone who wants to use our brand assets in:

- Support of Children's Dyslexia Center growth
- Center Administration
- Marketing & Advertising
- Fundraising

To view full guidelines for all approved brand assets, visit our Brand Center where you can also download digital and print-ready assets at ChildrensDyslexiaCenters.org/Brand

HOW DO I USE THESE GUIDELINES?

When developing anything from certificates to social & digital promotions, be sure to reference the guidelines for clear direction to maintain a consistent identity among all of our Center Locations.

Elements such as typography, color palettes, collateral and ideas for implementation can be found in this guideline.

HOW DO WE TALK ABOUT OUR CENTERS?

When developing anything from certificates to social & digital promotions, be sure to reference the guidelines for clear direction to maintain a consistent identity among all of our Center locations.

BRAND DEVELOPMENT ASSISTANCE

If you need a second pair of eyes to give feedback or a specific file type, please don't hesitate to reach out to us at Brand@ChildrensDyslexiaCenters.org

Additionally, you will see logo Do's & Don'ts in this guidebook. If there is a specific brand element that you require that may go against the stipulated brand standards, please reach out to the Children's Dyslexia Centers corporate team to clarify your needs and if an approval for use may be made.



General Dos & Don'ts

Dos

- ✓ Follow the standards found in this guide. Please reach out if you are unsure about a specific item and need clarification.
- ✓ Always consider leaving an appropriate amount of marginal space around the logo assets to avoid clutter.
- ✓ Be sure to use assets at a legible size and avoid any pixelation due to scaling.

Don'ts

- ✗ Don't modify the design or color of our assets by stylizing, warping, or modifying their color or shape. If you are unable to use the correct color due to technical limitations, you may revert to black and white.
- ✗ Do not associate the brand assets with inappropriate or easily misunderstood imagery to avoid sending the wrong message.
- ✗ As stated in this guide, do not alter the brand files in anyway, unless it has been otherwise approved.

Children's Dyslexia Centers

BRAND ASSETS

01 ———

Our Brand Identity



Primary Corporate Logo

Our primary branding mark is the stacked “Children’s Dyslexia Center” glyph and word mark pairing.

Inspired by the Tree of Knowledge, the leaves allude to the growth and depth every student in our program goes through. It is that very growth that creates a Center’s branch of leaves which is supported by a base that is the Scottish Rite Masonic Fraternity and supporters.



Reversed Logo

As an alternative, a reversed logo may be used on activations such as dark fabric or on a dark color in a website or social media header.



One Color Logo

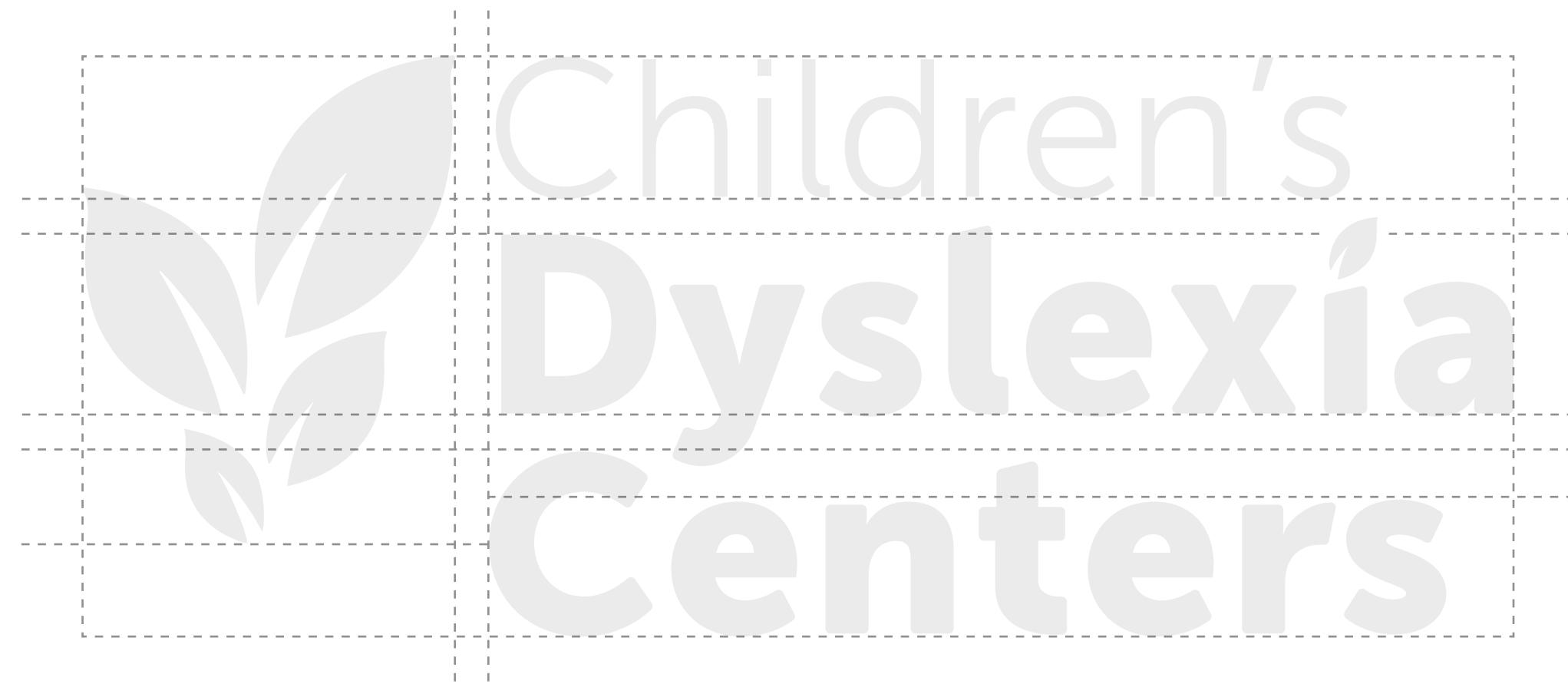
The opportunity may arise where a single color logo may be needed.

Use this logo if you are doing a one color screen print or want to have a minimal colored design.



Logo Development

The construction of the logo has been carefully considered, down to the spacing between letters.



Glyph

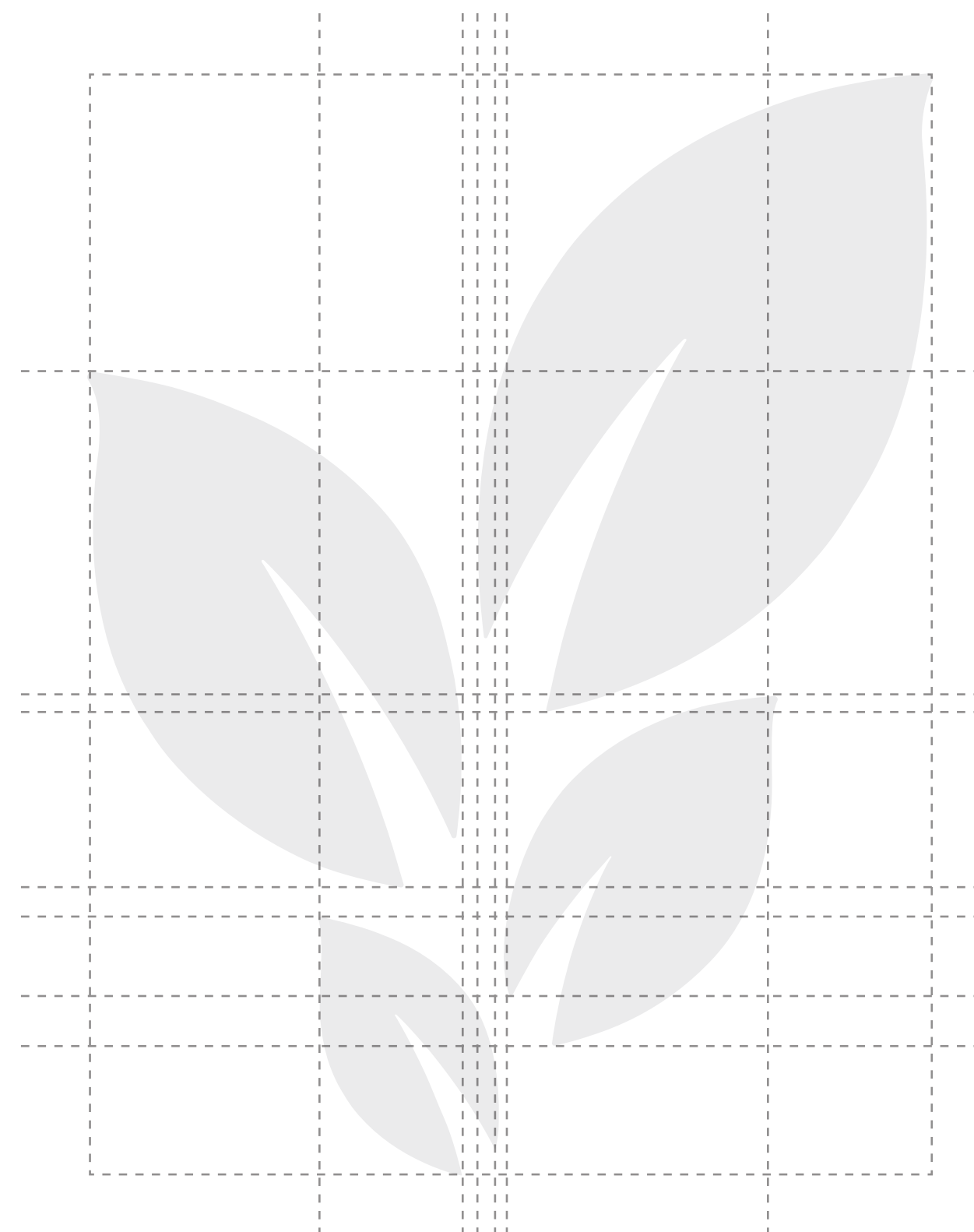
The leaves symbolize the growth our students go through from the education provided from our tutors.

The colors, shading, shape and spacing have all been carefully developed for a professional glyph.



Glyph Development

The spacing within the glyph is just as important as the glyph itself. Be careful not to put the glyph on a busy background.



Safe Zone

It is crucial to include a safe zone, a surrounding margin around the logo or glyph when using it.

A margin no smaller than the X in Dyslexia or the bottom leaf in the glyph should be used to maintain an optimal safe zone.



FULL LOGO



LOGOMARK

Primary Center Logo

Provided for all of our Centers and satellite locations, the clear space and usage rules still apply to these customized logos.

To download location-specific logos, visit our Brand Center at ChildrensDyslexiaCenters.org/CustomLogos



Scottish Rite, NMJ Attribution

Scottish Rite, Northern Masonic Jurisdiction is the founding sponsor and coordinates the Board of Directors for the Children's Dyslexia Centers.

In certain opportunities where we want to call out Masonic sponsorship and support, please use the following language in print presentations or verbal communications:

A Charity of Scottish Rite Freemasonry

Placement of the corresponding tagline should be within a reasonable distance from the primary logo used.

(e.g. If the logo is in the top left of a poster, the tagline should be visible somewhere on the page.)

A primary logo with the tagline will be provided and can be found online at our Brand Center.

Usage for the tagline can vary based on the event but it is recommended that the language be present on promotions and communications in relation to Masonic events or presentation

(e.g. A presentation statement at a Celebration of Achievement: "The Children's Dyslexia Center is a Charity of Scottish Rite Freemasonry. With over 40 Centers and locations, our impact spans throughout thousands of graduates.")



Glyph Variations

Situations can arise where the depth of the leaves may not be possible due to a printed application such as screen printing. If this is the case, a flat alternative glyph without the depth may be used after all other options are explored.

Customized Center/Location-specific logos will be provided on a case-by-case basis, please reach out to:

brand@ChildrensDyslexiaCenter.org

to request a custom file incorporating the flat 2D artwork.



Logo Application

While this isn't the only way our logo can be displayed, it provides a brief example of different ways to place the logo, depending on the background. Be creative when placing the logo but be aware of any legibility issues that may arise.



GLYPH ON LIGHT BACKGROUND



REVERSED PRIMARY LOGO ON DARK BACKGROUND



PRIMARY LOGO ON WHITE BACKGROUND

Identity Misuse

A strong brand is applied consistently. It is important that a brand mark is never altered. Do not alter the brand in any way unless it has been previously approved.



DO NOT
APPLY OUTLINES



DO NOT
APPLY DROP SHADOWS



DO NOT
ADD GRADIENTS



DO NOT
SKEW OR STRETCH



DO NOT
CHANGE ORIENTATION



DO NOT
CHANGE THE LOGO STRUCTURE



DO NOT
CHANGE COLORS



DO NOT
FILL WITH PATTERNS

02 ———

Nomenclature



Traditional Descriptors

When describing our location-specific Centers, it is crucial that we maintain a consistent approach to how we talk about and present our Centers.

Refer to your local Children's Dyslexia Center by the approved city or region that is on file with the Administration office.
Secondary names such as names in honor of an individual can be used in public events such as a presentation but to retain consistency, please maintain the previous guideline.

Location Children's Dyslexia Center

LOCATION-SPECIFIC
NOMENCLATURE

If you are referring to one location, it is a singular Center.

Children's Dyslexia Center**s**

GENERAL
NOMENCLATURE

When referring to the Corporation or all Centers in general terms, it should be plural.

03 —

A Dyslexia Center for Anyone



A Dyslexia Center for Anyone

The Children's Dyslexia Centers mission is to provide support to students struggling with dyslexia. They are not alone. A Dyslexia Center for Anyone is a supplemental campaign encouraging students to feel comfortable learning in our Centers as its as much theirs as it is anyone else's and they are in a place where they will get expert support.





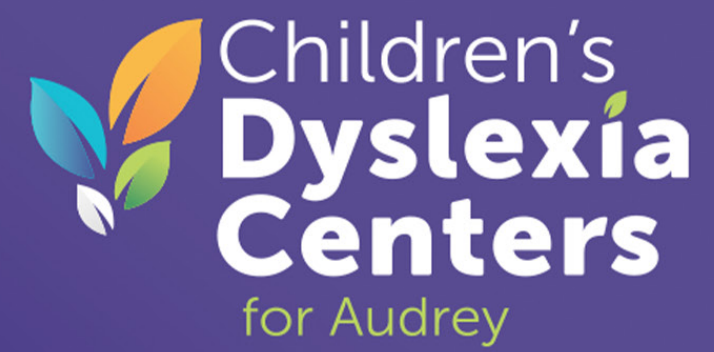
Children's
**Dyslexia
Centers**
for Audrey

ChildrensDyslexiaCenters.org



Children's
**Dyslexia
Centers**
for Dylan

ChildrensDyslexiaCenters.org



You may not know Audrey

**BUT YOU GAVE HER THE
CONFIDENCE TO SUCCEED**

ChildrensDyslexiaCenters.org



04 ———

Typography



Primary Licensed Font

MUSEO SANS, 100 - 900

Museo Sans is the base font used in our logo and is our official font and is recommended to be used whenever possible (individual license required). Museo Sans is a multi-weight typeface that offers a modern feel that has unique characteristics that is legible at both text and display usage.

Museo Sans can be purchased and licensed at fonts.com/font/exljbris/museo-sans/packages

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

100
REGULAR & ITALIC

300
REGULAR & ITALIC

500
REGULAR & ITALIC

700
REGULAR & ITALIC

900
REGULAR & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

300
REGULAR

Primary Open Source Font

OPEN SANS

If purchasing & licensing a font may not be in the budget, we have selected an open-source typeface that can be downloaded and used free of charge.

Open Sans, an open-source font provided by Google is a multi-weight typeface that is similar to our primary brand font but has unique letter forms that aren't distracting.

Open Sans can be used as body and text copy on any printed or digital collateral for fenters and satellite locations. It should not us used to alter the logo in anyway.

Open Sans can be downloaded at fonts.google.com/specimen/Open+Sans

Aa Aa Aa Aa **Aa**

Aa *Aa* *Aa* *Aa* ***Aa***

LIGHT
REGULAR & ITALIC

REGULAR
REGULAR & ITALIC

SEMIBOLD
REGULAR & ITALIC

BOLD
REGULAR & ITALIC

EXTRA BOLD
REGULAR & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

REGULAR
REGULAR

System Font

CALIBRI

Calibri is our system font that should only be used in situations where purchasing Museo Sans or downloaded Open Sans is not possible. Additionally, this is the font used on our letterhead and powerpoint templates to ensure the ability to edit content on all computers.

Calibri can be found on all modern operating systems (Windows & Mac).

Aa Aa Aa

Aa Aa Aa

LIGHT
REGULAR & ITALIC

REGULAR
REGULAR & ITALIC

BOLD
REGULAR & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

REGULAR
REGULAR

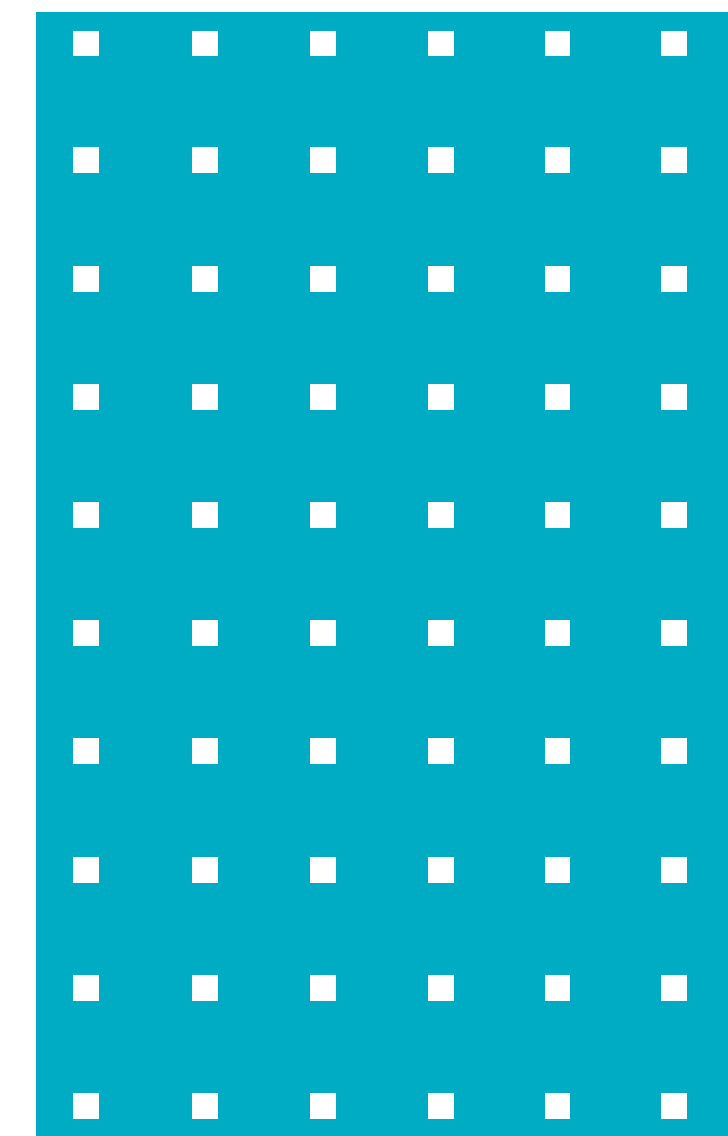
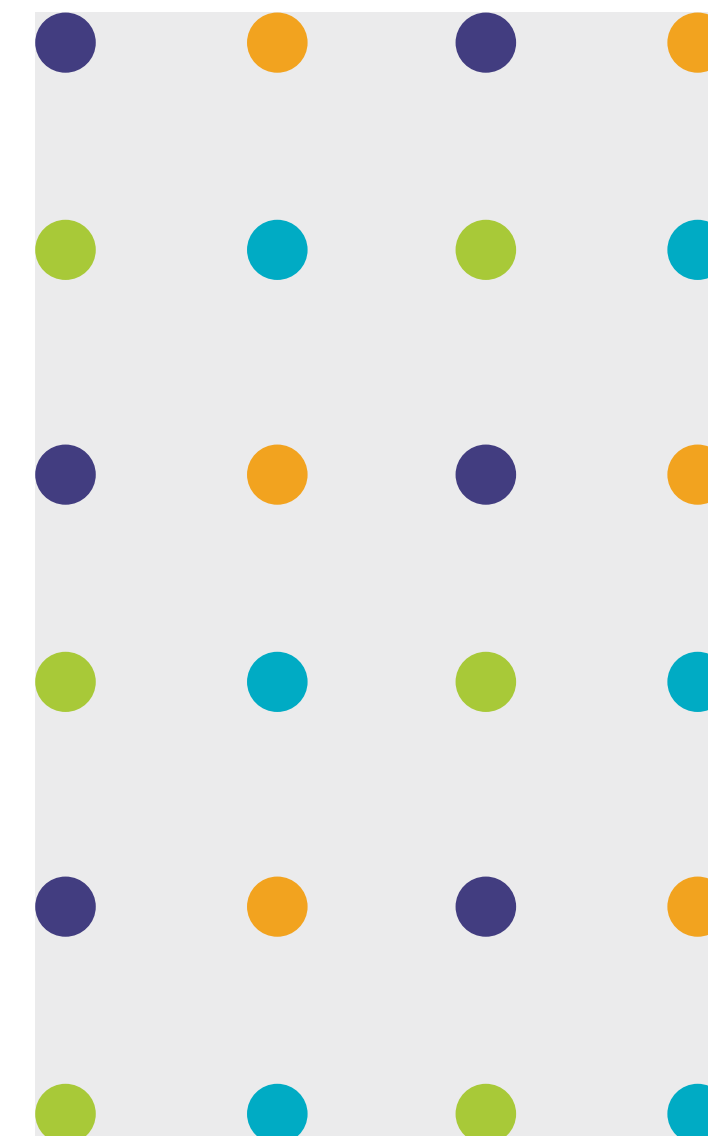
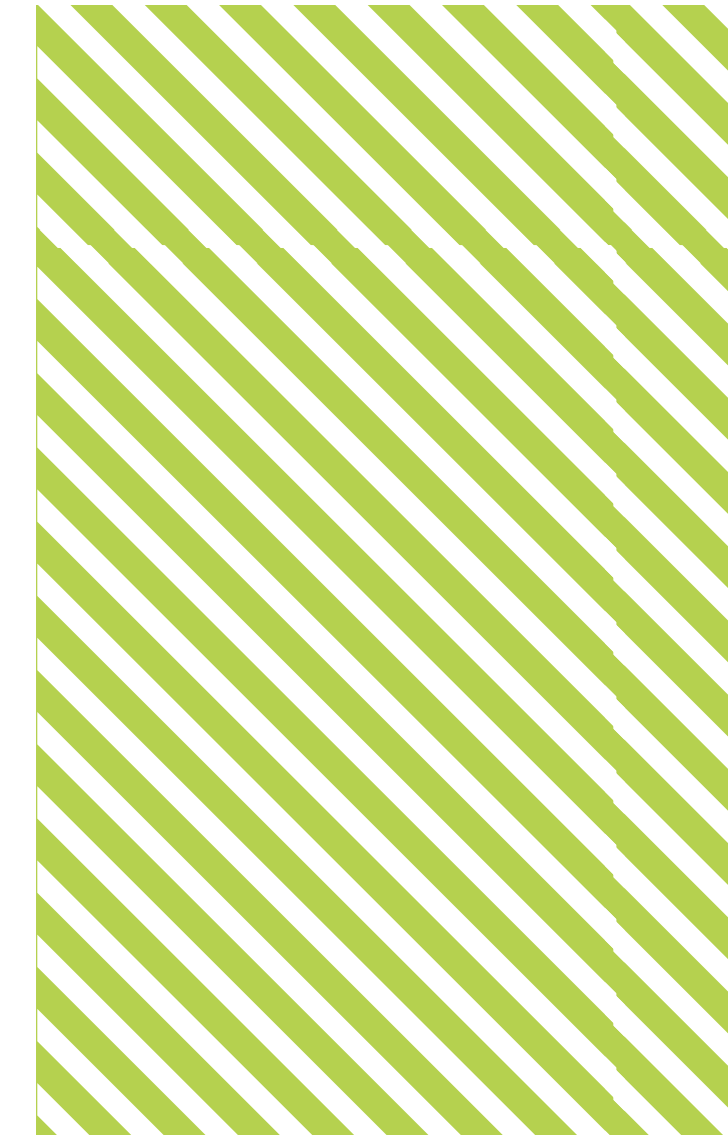
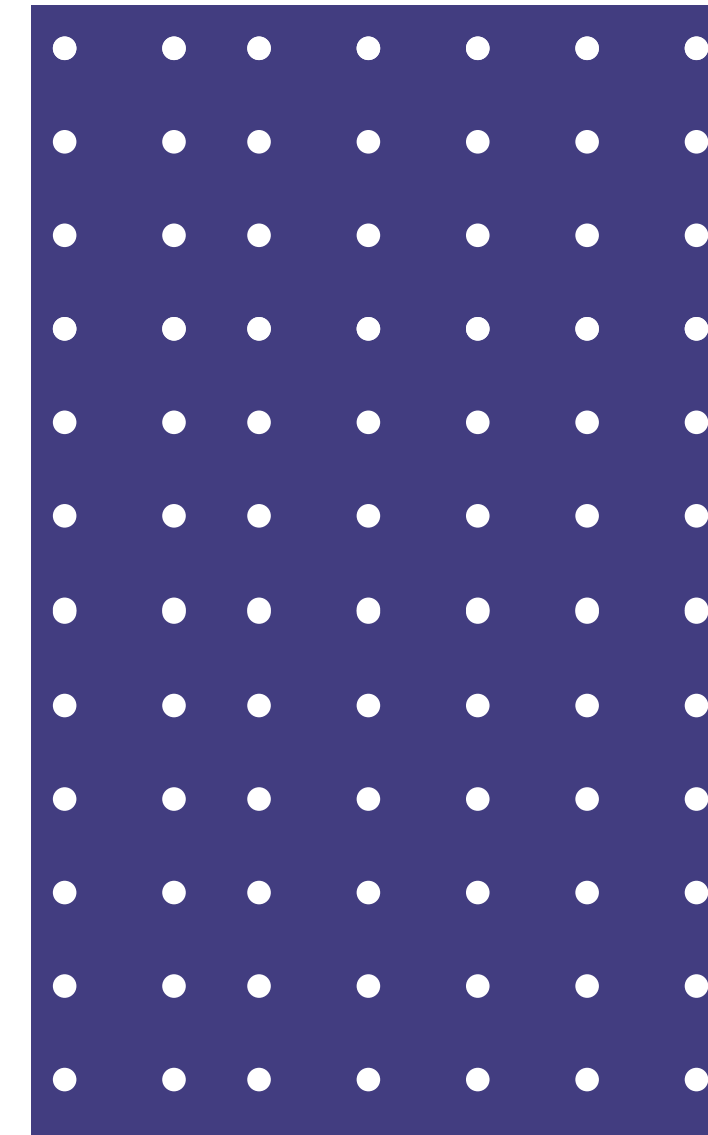
04 ———

Patterns & Our Mascot



Patterns

Patterns are a great way to break up the page and bring some color out. Use these patterns, which can be found as .Ai swatches at ChildrensDyslexiaCenters.org/Brand



Our Mascot, Mal

We cannot forget our past, where Mal has been the driving force behind the Children's Dyslexia Centers for over 25 years.

Mal, who is named after a dedicated sponsor, is the mascot of our centers, found in the margins of our letterhead or in the footer of the website.

Our Mascot should not replace the brand logo and vice versa. They work hand in hand for the success of our centers.



06 ———

Color Palette



Color Palette

A bright and vibrant palette is provided for use for when developing brand designs and assets.

Opt in for a minimal layout with subtle pops of color which help to add emphasis and visual interest.

The color palette consists of six color cards, each with a name, a color swatch, and technical specifications. The cards are arranged in two rows. The top row contains four cards: Sea Blue, Sun Glow Orange, Royal Purple, and Leaf Green. The bottom row contains two cards: Neutral Gray and Neutral Black. Each card has a white background with a colored header section containing the name and a white footer section containing the technical specifications.

| Color Name | Technical Specifications |
|-----------------|--|
| Sea Blue | 76 / 1 / 19 / 0 #00ABC4 0 / 171 / 196 PMS 3115 |
| Sun Glow Orange | 1 / 33 / 91 / 0 #F2A31F 242 / 163 / 31 PMS 136C |
| Royal Purple | 89 / 93 / 13 / 3 #342973 52 / 41 / 115 PMS Violet |
| Leaf Green | 34 / 1 / 87 / 0 #A8C935 168 / 201 / 53 PMS 367 |
| Neutral Gray | 0 / 0 / 0 / 10 #E5E5E5 229 / 229 / 229 |
| Neutral Black | 20 / 9 / 0 / 86 #1C2023 28 / 32 / 35 |

05 ———

Digital Integration



Social Icons

When using the logo into a social page such as Facebook, Instagram or Twitter, consider using the images on the right as direction for a profile image or internal page icon.



BRAND ICON
ON A DARK BACKGROUND



BRAND MARK
ON A DARK BACKGROUND



BRAND ICON
ON A BLACK BACKGROUND



BRAND MARK
ON A BLACK BACKGROUND



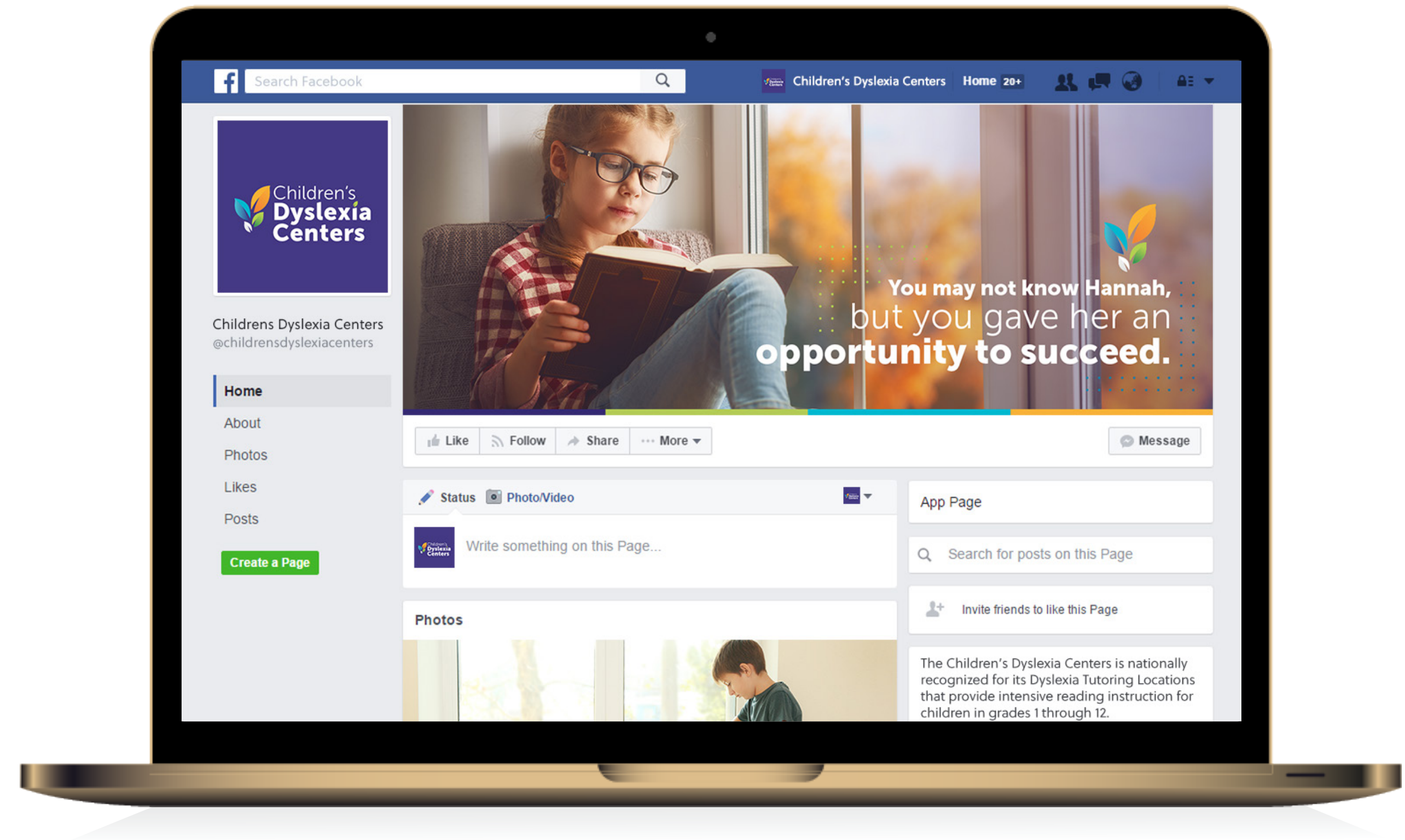
BRAND ICON
ON A LIGHT BACKGROUND



BRAND MARK
ON A LIGHT BACKGROUND

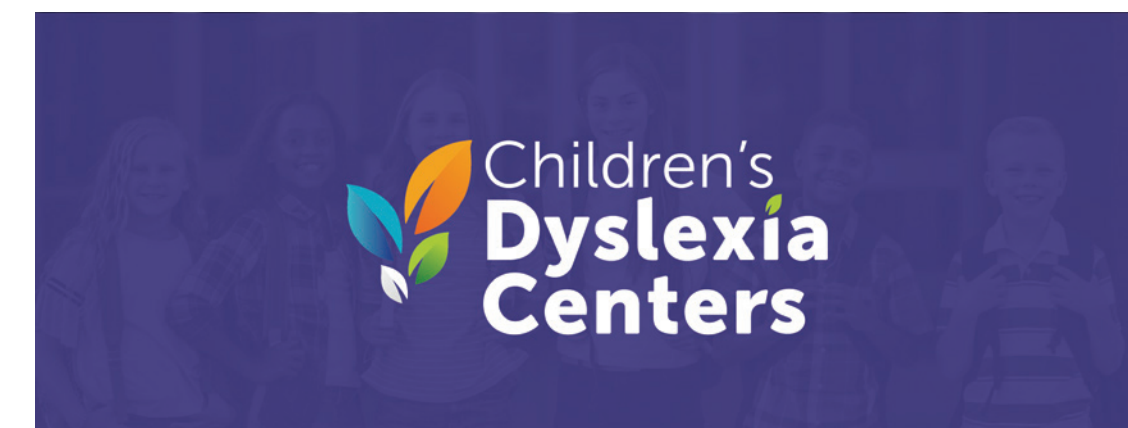
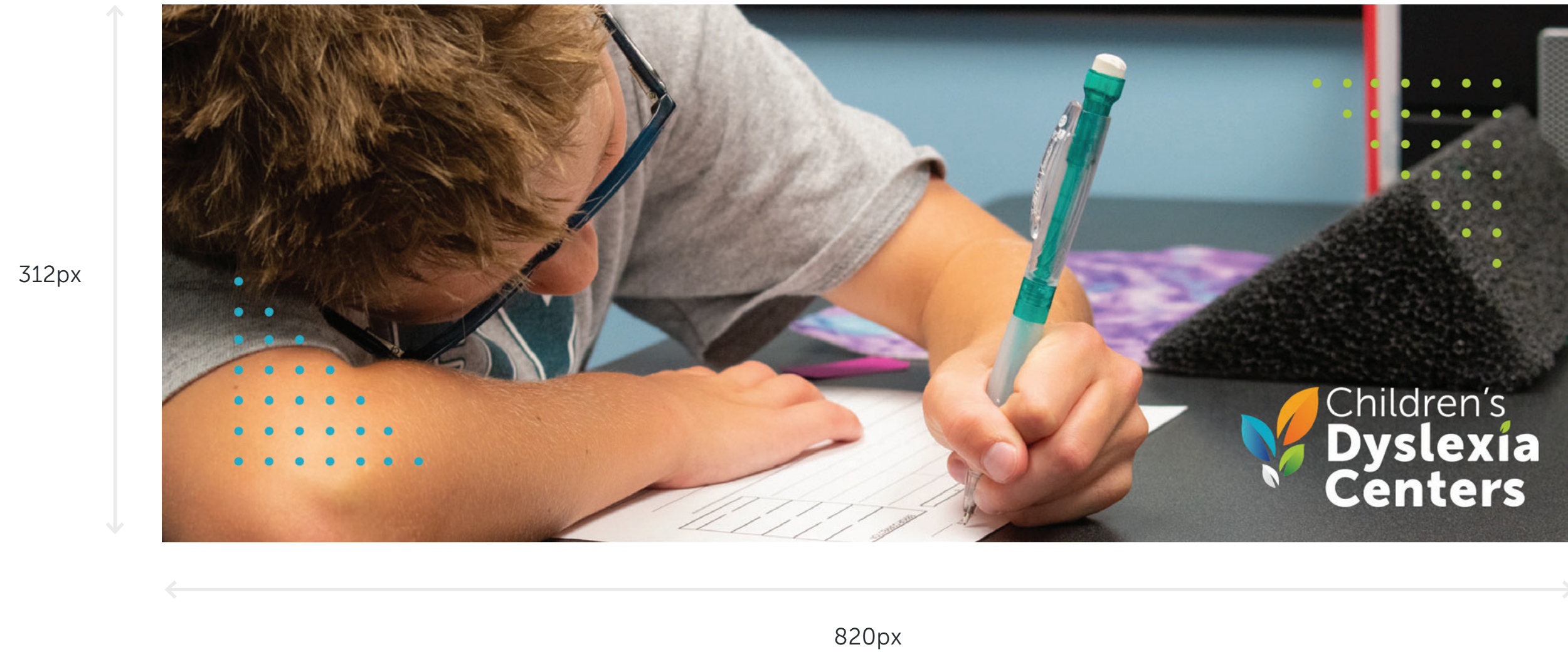
Center Facebook Page

A center Facebook page is encouraged to share upcoming events and exciting stories to followers and supporters of your centers. Bring the brand into your Facebook page with the logo and some header images found on the following page.



Facebook Cover Photo

These images have been developed specifically for Facebook cover photo placement. If you require a custom size, please reach out to us at brand@ChildrensDyslexiaCenters.org



04 ———

Stationery & Collateral



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**Dyslexia
Centers**

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Centers**

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**Dyslexia
Centers**

Children's
**Dyslexia
Centers**

Children's
**Dyslexia
Centers**

Firstname Lastname
Title | City, ST
email@ChildrensDyslexiaCenters.org
(000) 123-4567

Children's
**Dyslexia
Centers**

Firstname Lastname
Title | City, ST
email@ChildrensDyslexiaCenters.org
(000) 123-4567

Children's
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Firstname Lastname
Title | City, ST
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**Dyslexia
Centers**

Business Cards

To ensure a consistent brand identity, the Children's Dyslexia Centers developed a business card template for all center directors, board chairs, and employees.

To have your own business cards created, you or your center administration should submit a business card request with all of the necessary information and quantity to the Children's Dyslexia Center offices for development and creation.

The business card request form can be found at:

ChildrensDyslexiaCenter.org/Brand



Letterhead

Digital letterhead incorporating the brand styling and assets has been provided. Customize the header portion of the letterhead with your information and write your letters from there!

This template can be found at:

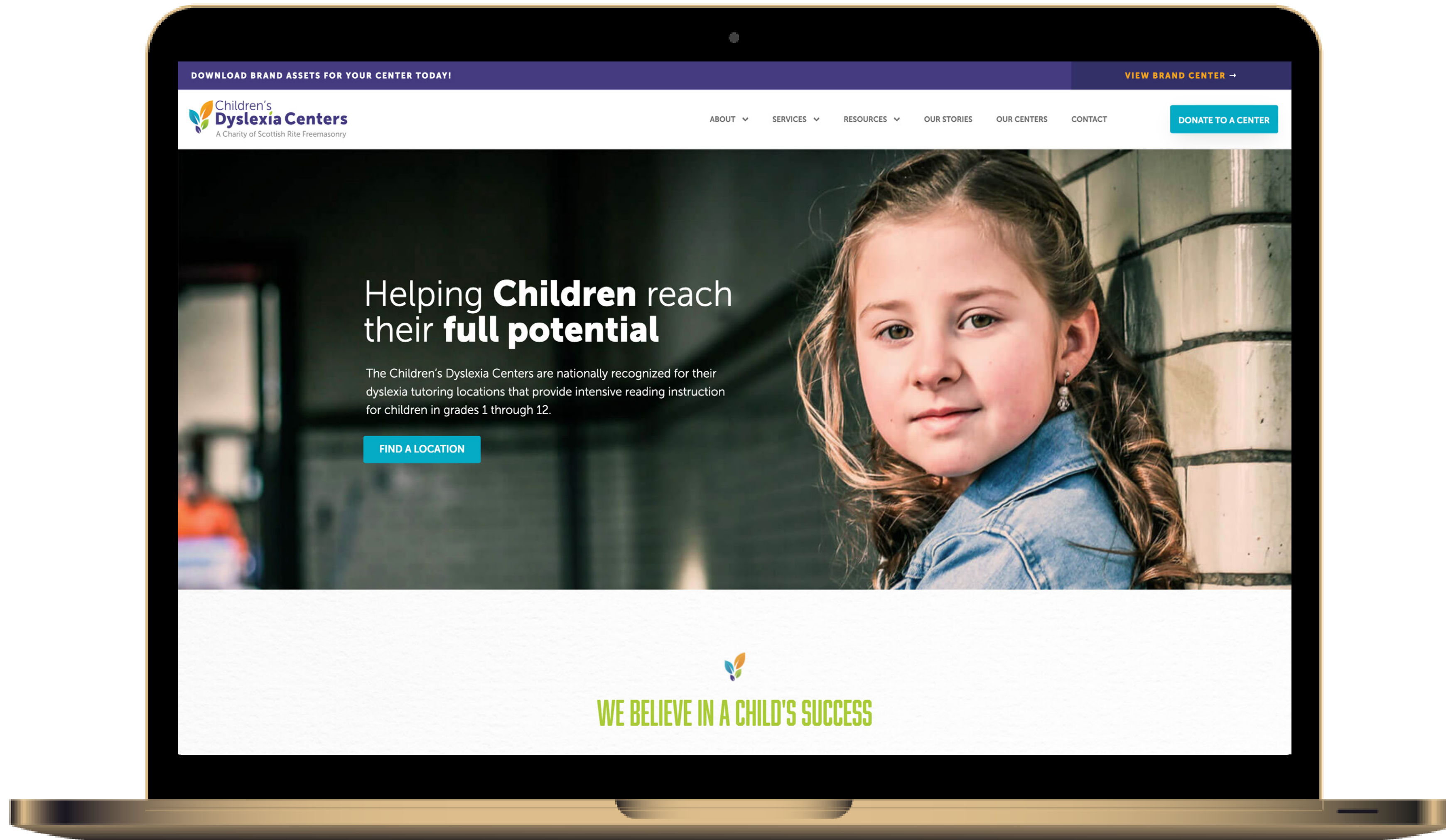
ChildrensDyslexiaCenter.org/Brand



Name Badges

Incorporate the brand in different ways like name badges worn while at the center. Its a great way to maintain the visual structure and put the brand out there.





Environment Inspiration

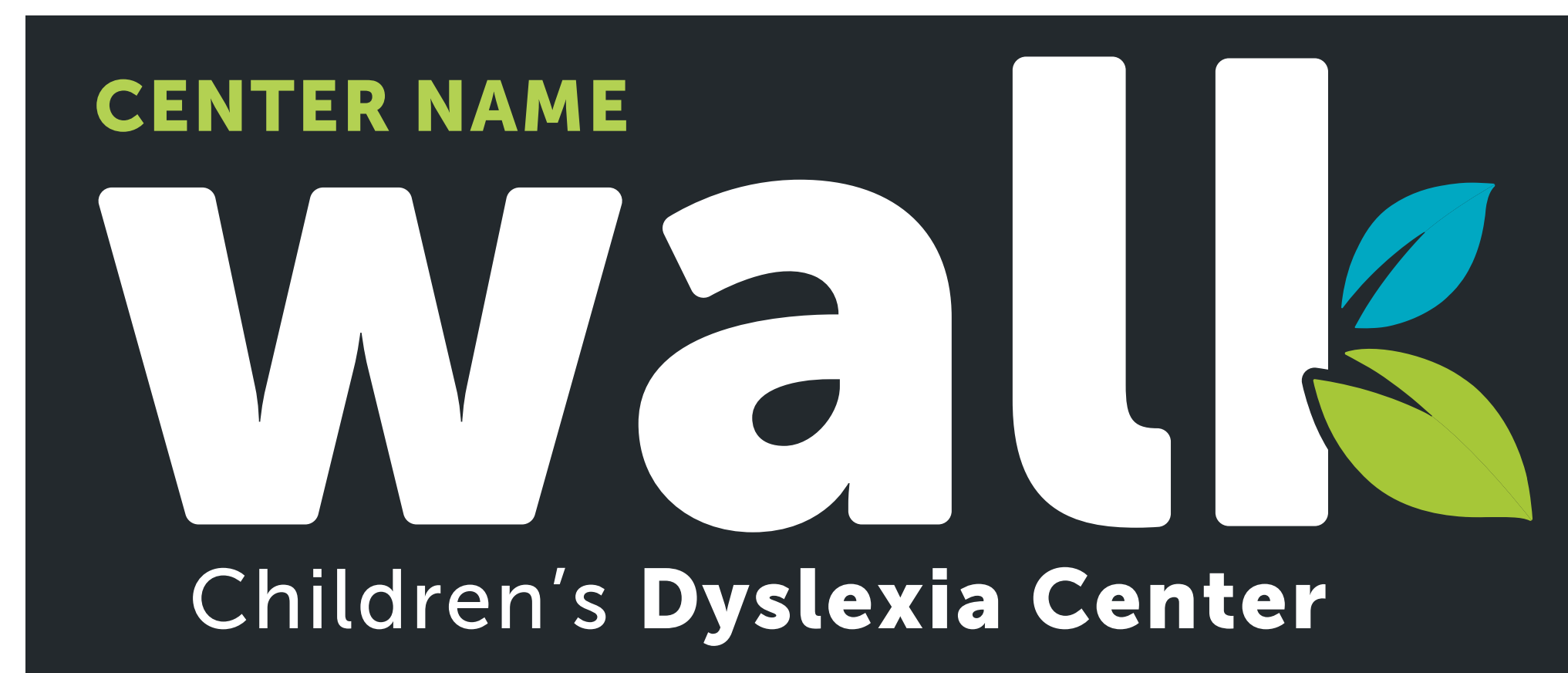
Every Center is different. From the size of the Center to the posters on the walls. Here are some different ways to incorporate the brand but you're not limited to just this. Be creative—bring the brand to your center through all the art direction in this guidebook!



Walk Branding

Centers may celebrate the success of the school year with an annual awareness walk in their city, inviting students, their families, sponsors and board members to take part.

A customized walk logo can be provided by requesting it through Brand@ChildrensDyslexiaCenters.org



08 ———

Photography



Photography Style

Stated previously, the Children's Dyslexia Centers are confident, dedicated and curious - and so are the subjects of our photography.

Photograph or use found images that feel authentic, age-appropriate and in candid situations.

When using found images, be sure to retain the license or choose an open source of the images.



Photo Release

When photographing activities, such as walks or sessions where our students are present, it is necessary to obtain full permission from the student's parent(s) or legal guardian.

A photo release form can be obtained by contacting the Children's Dyslexia Centers administration office. Please retain a copy of the photo release for your records.



COMING SOON

Thank you