The Teach For America brand must cohesively reflect the best of what we are, what we strive to be, and our fundamental core values.

The overall tone or personality of our visual brand is thus authentic, student focused, passionate, inclusive, optimistic, determined, and collaborative.

Our Vision
One day, all children in this nation will have the opportunity to attain an excellent education.

Our Mission
Teach For America’s mission is to enlist the nation’s most promising future leaders in the movement to eliminate educational inequality. We do this by building a corps of outstanding recent college graduates of all academic majors who commit two years to teach in urban and rural public schools and become lifelong leaders in ensuring educational equity and excellence for all children.

Our Core Values
Transformational Change
We seek to expand educational opportunity in ways that are life-changing for children and transforming for our country. Given our deep belief in children and communities, the magnitude of educational inequity and its consequences, and our optimism about the solvability of the problem, we act with high standards, urgency, and a long-term view.

Leadership
We strive to develop and become the leaders necessary to realize educational excellence and equity. We establish bold visions and invest others in working towards them. We work in purposeful, strategic, and resourceful ways, define broadly what is within our control to solve, and learn and improve constantly. We operate with a sense of possibility, persevere in the face of challenges, ensure alignment between our actions and beliefs, and assume personal responsibility for results.

Team
We value and care about each other, operate with a generosity of spirit, and have fun in the process of working together. To maximize our collective impact, we inspire, challenge, and support each other to be our best and sustain our effort.

Diversity
We act on our belief that the movement to ensure educational equity will succeed only if it is diverse in every respect. In particular, we value the perspective and credibility that individuals who share the racial and economic backgrounds of the students with whom we work can bring to our organization, classrooms, and the long-term effort for change.

Respect & Humility
We value the strengths, experiences, and perspectives of others, and we recognize our own limitations. We are committed to partnering effectively with families, schools, and communities to ensure that our work advances the broader good for all children.
Rich, vibrant colors lend an emotional dimension and vitality to our brand, and express the strong, positive, and progressive energy of our organization.

**Primary Palette**
This palette consists of our standard colors. At least one primary color must be used in any color piece.

**Neutral Palette**
The family of Pantone Cool Grays constitutes our neutral palette. They may be paired with any of our primary colors.

**Seasonal Palette**
In order to keep the Teach For America brand current and fresh, a rotating, seasonal color palette—.informed by annual color trend reports—serves to accent our primary colors. This palette is rotated out every couple of years by the creative team, and may only be used by the creative team, or by outside agencies with the approval of the creative team.
COLOR

Color Use Guidelines
• if limited to a single color, Teach For America materials should be in black and white or one of our neutral cool grays
• secondary palette colors should always be paired with one or more from the primary palette and must be approved by the creative team
• shades or tints of color may be used in limited instances, such as light boxes behind text or in typographic treatments

Do Not
• use a tint as a dominant color
• produce a “patriotic” look with our primary red and blue
The Teach For America logo lends strength and clarity to the Teach For America name. Simple, streamlined, and straightforward, it communicates the integrity and directedness of our organization.

The logo is a specific mark that, like a personal signature, should never be forged. **Totally distinct from type or fonts, it is an image object that must be imported into a layout.** No other letterforms may substitute for the logo, and the logo itself should never be altered in any way.

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**Do Not**
- approximate the logo with type
- alter the logo in any way
- treat type within a sentence or headline like our logo, e.g. by altering color or using all caps

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**× **

TEACH FOR AMERICA is dedicated to...
LOGO

Color Usage Options
The logo should be used in primary blue and red against a white or light colored background whenever possible. Black and white is the only alternative color application.

FULL COLOR (PREFERRED): PRIMARY BLUE AND PRIMARY RED

ONE COLOR: BLACK AND 40% BLACK

ONE COLOR REVERSED: 40% BLACK AND WHITE

Do Not
• create a logo out of any other colors
• enclose the logo within a tight shape in order to solve color, background, or any other issues

Size Guidelines

Standard and Minimum
The size of the logo on handheld standard materials like brochures, cover sheets and informational packets should be approximately 2” long.

The logo should never be smaller than 1” long.
For larger pieces like posters, event signs, and outdoor advertising, the logo can go as large as needed for the intended impact.

Visual Weight
When listed with other logos, our logo should equal their visual weight. Because our logo is proportionally so much wider than it is high, in most cases our logo should be longer than other logos to achieve equal visual weight.
Clear Space
Clear space is the minimum space that must be absolutely free of any text, graphics, or document edge. It is equal to at least twice the height of the logo. *(Note: the only exception to this rule is when a Teach For America address is under the logo such as on stationery. In these cases, the clear space is equal to the height of the logo.)*

Do Not
- place graphics, other logos, or Teach For America regional names* near the logo in a way that makes them look like part of the logo—even if technically outside of the clear space
LOGO

Placement: Over Backgrounds
The logo should always be completely legible and stand out from the background. The following are acceptable backgrounds:

- a white or solid color
- a gradient of light color
- relatively clear spaces of a photograph or artwork (including typographic), where there is little to no tonal variation

In all cases, the logo must be distinct from the background.

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Do Not
- place the logo on a complicated part of an image—photograph, artwork, or typography—with different colors and tones, or one that subsumes the logo
- place the logo on a color or gradient that swallows it
- alter the logo—such as with a drop shadow or an outline—to make it pop out from the background
- put a shape around the logo so it will read on a particular background
Regional Implementation

We want to communicate that Teach For America is one national organization rather than a collection of individual entities. Regional names should therefore be kept distinct from the logo.

To achieve local designation:

- separate from the logo, “Teach For America • Region Name” may be typed in DIN; “Teach For America” and the region name should be separated by a bullet

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Teach For America • New Jersey
invites you to
xxxxxxxxxxxxxxxxxxxxx
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- for higher-impact pieces needing more regional emphasis, regional branding may be achieved through typographical emphasis on the regional name, always using the region name separate from the logo

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Teach For America • New Jersey
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- in certain limited cases, such as e-mail banner headings where one limited graphic is needed, the regional name may be paired with the logo only by or with the approval of an art director

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TEACHFORAMERICA
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Do Not

- pair the region name with the logo in a way that compromises the integrity of the logo

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X
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TEACHFORAMERICA
HOUSTON
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TEACHFORAMERICA • HOUSTON
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Relationship to the URL
Because we always want to maintain the strength and integrity of the logo, as a general rule the logo should not be paired with the URL to make one unit.

The URL may be incorporated into body copy, contact info underneath the logo, and for greater emphasis, as a call out or as large text.

There are instances—such as in a highly graphic piece with no body copy or extremely limited space—where the URL should be placed underneath the logo. Examples include printed banners, web ads, and TV spots. In such instances the url may be strategically placed with the logo at the discretion of an art director.

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Do Not
• pair the URL with the logo when it can be effectively incorporated elsewhere
Teach For America’s primary font is a contemporary sans-serif that reflects our organization’s innovative and progressive qualities. We employ bold typographic treatments, often using type as a graphic element. Never letting style trump substance, body copy is always cleanly presented and highly readable.

**Primary Font**

DIN is our main font; it is extremely versatile and can be used for headers, subheads, and body copy. Design staff and agencies may use all versions of DIN.

**Secondary Font**

An alternative to regular DIN, the condensed version of DIN may be used for headlines, in all-caps. DIN Condensed should never be used as body copy. The letter spacing should be expanded.

<table>
<thead>
<tr>
<th>DIN Regular</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>!$%&amp;?</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIN Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>!$%&amp;?</td>
</tr>
<tr>
<td>DIN Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>!$%&amp;?</td>
</tr>
<tr>
<td>DIN Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>!$%&amp;?</td>
</tr>
<tr>
<td>DIN CONDENSED*</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>* only to be used in headings, in all-caps</td>
<td></td>
</tr>
</tbody>
</table>
PHOTOGRAPHY

Communicating ideas and emotions on multiple levels almost instantaneously, photography is an incredibly powerful tool to convey our messages. Reflecting our fundamental belief in the potential of the students we serve and our core values, brand-consistent photographs feature positively portrayed subjects in a dynamic, authentic style.

Brand-Consistent Content and Style
Images that express and strengthen our messages feature positively portrayed subjects engaging, working, or connecting with others. Photojournalistic in style and content, these pictures should tell a story. An interaction between people in a realistic setting or a single person in action shows what we actually do and expresses the dynamism and real-life impact of our movement.

While photos of only children may be used in moderation, it is our corps members and alumni who should figure prominently in our visual communications. Because we want to communicate that we are a movement of leaders, our corps members and alumni distinguish and define us.

Photography must also reflect the ethnic and gender diversity of our organization, and the subjects should be actual Teach For America corps members and alumni.

Upholding the professionalism of our organization, the photographs should be high quality—with strong composition and good tonal values, lighting, and resolution.

We maintain a photo library with images that meet all of these criteria. Only images from our photo library may be used in marketing materials to represent Teach For America.
PHOTOGRAPHY

**Do Not**
- use generic art or any non-Teach For America images, including clip art and stock photography
- use any kind of clichéd images such as apples and rulers; such images pigeonhole us and fail to distinguish us from any other organization associated with education
- use typical or “doe-eyed” images of children that could represent any number of child-focused nonprofits; such images do not communicate the unique aspects of our organization, and do not reflect our sense of possibility and our championing of our students’ potential
- use low-quality images; they make us appear unprofessional