



Style Guide - The Steve Fund

July 2015

This document lives at www.thestevefund.org/styleguide

Name and style guidelines

For consistency, the Fund should follow the guidelines in the TSF Style Guide.

The style guide is also downloadable as a separate document at www.stevefund.org/styleguide.

The organization's name is "The Steve Fund".

The definitive article "the" should always be used but not be capitalized except for at the beginning of a sentence or when the name of the organizations is explicitly defined as in the sentence above this paragraph. Other examples are:

- Our organization is called "The Steve Fund".
- But: We have been working together with the Steve Fund.

The abbreviation should be "TSF" (without quotation marks). When using the abbreviation TSF, do not use the definite article "the", i.e., do not use "the TSF". Proper use is shown in the following sentence: "The primary goal of TSF is supporting the mental health and emotional well-being of students of color."

On second reference, the organization may be also referred to as "the Fund". In these instances, the word "Fund" is to be capitalized.



In purely textual referrer contexts such as Web addresses and file names, it is permissible to just use “stevefund” without the definite article, as in: stevefund.messagehouse.org or stevefund-powerpoint-template.ppt or “tsf”, as in tsf-powerpoint-template.ppt.

Spelling of “well-being”

“Well-being” is frequently spelled both with and without hyphenation. For consistency, the Fund uses the hyphenated version, “well-being” which in the US still is the preferred spelling, according to <http://grammarist.com/spelling/well-being-wellbeing/>

Logo, colors, fonts

The fund’s primary logo has the graphic mark of the tree centered above the text portion, as shown below.



In certain “horizontal” contexts, as in the vertically constrained header / area of the Fund’s Web site, the horizontal logo version below may be used.



Vector files of these logos and other brand-related media assets can be accessed and downloaded at www.stevfund.org/logo.

Color palette

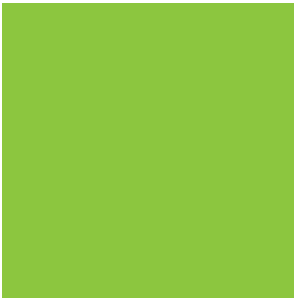
Brand colors associated with the Fund derive from its logo.

The primary accent color is “TSF orange”:



Hex #FF9933 / RGB 255,153,51 / CMYK 0,48,88,0 / Pantone P 20-8 C

The secondary accent color is “TSF green”:



Hex #99CC33 / RGB 152,204,51 / CMYK 45,0,100,0 / Pantone P 157-8 C

The tertiary accent color is “TSF blue”:



Hex #006699 / RGB 0,102,153 / CMYK 93,58,18,2 / Pantone P 110-16 C

Overview:



	TSF Orange	TSF Green	TSF Blue
Coated paper	Pantone P 20-8 C C 0 M 48 Y 88 K 0	Pantone P 157-8 C C 45 M 0 Y 100 K 0	Pantone P 110-16 C C 93 M 58 Y 18 K 2
Uncoated paper	Pantone P 20-8 U	Pantone P 157-8 U	Pantone P 110-16 C
Screen mode	R 255 G 153 B 51 Hex: #FF9933	R 152 G 204 B 51 Hex: #99CC33	R 0 G 102 B 53 Hex: #006699

Fonts

The primary typeface for the Steve Fund is Helvetica Neue. It should be used in collateral materials, Word documents, PowerPoint slides and the organizational Web site. The italic, bold, and bold italic Helvetica Neue fonts should be used sparingly—for emphasis only.

The font for the text portion in the logo is Trajan Pro. This font should not be used anywhere but inside the logo.

This style guide can be accessed and downloaded as a separate document at stevelfund.org/styleguide. It should be shared with anybody creating branded materials for the Fund, such as presentation slides, stationary, business cards, and signage.