

# thread Brand Guidelines: a quick reference

**thread** represents “the common thread” that ties together the Network of support. It is organic in nature, and found in all settings (urban, rural, etc.). The color red signifies the “vital” component of the brand character, and the idea of weaving, threading, and tying are all important attributes to the work done by the Network.

## thread Brand Assets:

The main brand asset to **thread** is the logo. It should be used on all information that comes from the organization to create consistent awareness.

## Colors:



PANTONE UNCOATED 200 U  
C 0 M 100 Y 90 K 20  
R 190 G 3 B 46  
WEB # be202e  
(Website: # a20b31)



PANTONE UNCOATED 424 U  
C 0 M 0 Y 0 K 70  
R 109 G 110 B 113  
WEB # 6d6e71



(SECONDARY COLOR)  
C 73 M 90 Y 33 K 21  
R 87 G 51 B 99  
WEB # 573363

## thread is (brand character):

**AN ADVOCATE:** Not just a supporter, but a firm believer in the importance of early care and education — and all the benefits this provides to Alaska’s children, families, businesses, and our overall community. As one that promotes for the best interests of another, the Network is a champion for the entire field.

**EXPERT:** The Network is not only a skilled professional in the field of early care and education, but also highly knowledgeable when it comes to understanding the needs of Alaska’s individual communities. This expertise is based on both the training and experiences of the cumulative members of this unique statewide Network.

**A GUIDE:** The Network encourages and supports their consumers by connecting them to dependable resources within the early care and education system. The network’s assistance in navigating the often confusing and difficult process builds community through this unique community engagement.

**VITAL:** Vital is described as “full of life and vigor”, “fundamentally concerned with affecting life and living beings” and “tending to renew or refresh the living.” This is at the heart of what the network provides to those in Alaska...starting at the family core and then transcending throughout the entire larger community.

## thread Logo & Partner Organizations:

When **thread** logo is used in conjunction with partner organization logos, **thread** suggests simply using Futura Condensed and naming other organizations when able, to avoid “logo soup.”

If other logos must be used, we suggest keeping those partners in black & white, and using a full color **thread** logo.

If the **thread** logo is used on other organizations materials, follow the logo usage & clear space guidelines.

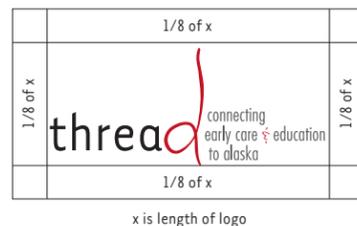
## Logo:

The full color logo should be placed primarily on a solid, neutral background, including white, and preferably one that is lighter than the value of the primary red.



## Logo Usage & Clear Space:

The logo should not be used smaller than 1.25". If it has to go smaller, drop the tagline on the side of the logo, which will not be read when it is this small. Allow 1/8 of x (the length of the logo) around the entire logo to set it apart from other information.



## Typography:

Tarzana Narrow and Futura Condensed should be used for headlines in written materials. Futura Book should be used for body copy within written materials. If these fonts are unavailable, such as when using shared media like PowerPoint presentations on other computers, use Arial Narrow as a substitute for headlines, and Arial as a substitute for body copy.

### Primary Fonts:

Tarzana Narrow  
ABCDEFGH  
abcdefghijkl  
1234567890

Futura Book  
ABCDEFGH  
abcdefghijkl  
1234567890

### Secondary Fonts:

Arial  
ABCDEFGH  
abcdefghijkl  
1234567890

Futura Condensed  
ABCDEFGH  
abcdefghijkl  
1234567890

BlackJack  
ABCDEFGHIJ  
abcdefghijkl  
1234567890

Arial Narrow  
ABCDEFGH  
abcdefghijkl  
1234567890

## Network:

The **thread** Network consists of three sister organizations: **thread**, Thrivalaska in Fairbanks, and Association for the Education of Young Children, Southeast Alaska (AEYC-SEA) in Juneau. Use “**thread** Network” for the first mention, and “the Network” for following instances in a document. Always capitalize Network when referring to the **thead** Network.

## Photo Usage:

Photos should be cropped in such a way that the primary focus is on the child, and the secondary focus is always on the caregiver or parent. Use color photos whenever possible (web and electronic materials), otherwise use black and white photos.



## Other Elements:

A red “connecting thread” element can be incorporated into black and white photography where a thread weaves around the child and/or caregiver. A red block can be used behind photos as an “anchor”.



Thread illustrations can also be used in printed and electronic materials as underlines, header, footers, and simply as a creative element to add life to white space.

**Families**

## thread Identity:

When using **thread** in written sections, follow these guidelines:

- Lower case for **thread**
- Use in red when able
- don’t use quotes, title case or upper case

See example:



## Website:

When referring to the **thread** website, write as [www.threadalaska.org](http://www.threadalaska.org) whenever possible.