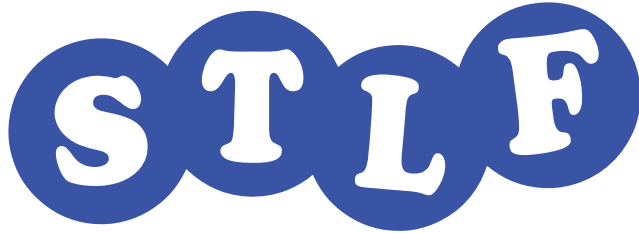


LOGO

Students Today Leaders Forever's logo may be in STLFL blue, black or white. The font for 'STLF' in the logo is Cooper Black, and the 'Students Today Leaders Forever' font is Quicksand. No other colors or fonts should be used in the logo. The black logo should only be used for documents printed in grayscale. Use png logo files for digital materials and jpg logo files for print materials.



Students Today Leaders Forever



Students Today Leaders Forever

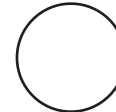


Students Today Leaders Forever

COLOR PALETTE

The primary color palette is the default color options for STLFL materials. The purpose of the secondary color palette is to accent the primary color palette, have enough options for graphs, and to have alternative color options for special events. When using the secondary color palette as an accent in a STLFL branded piece, only use one color from the palette in combination with the primary color palette.

primary



PMS
RGB
CMYK
Hex

2726C
57 84 165
88 76 0 0
#3953A5

7480C
99 194 160
60 0 48 0
#62C2A0

269C
57 29 88
88 100 29 31
#3A1D58

White
255 255 255
0 0 0 0
#FFFFFF

Black
0 0 0
0 0 0 100
#000000

secondary



PMS
RGB
CMYK
Hex

2385C
206 90 161
16 79 0 0
#CE5AA1

388C
240 226 90
8 4 78 0
#EFE15A

356C
28 131 65
86 25 100 11
#198341

542C
88 154 211
64 29 0 0
#5999D2

187C
202 32 38
13 100 100 5
#C41230

180C
228 85 38
6 82 100 0
#E45526

ACCENTS

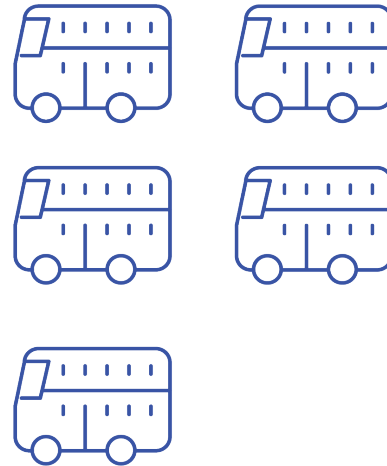
STLF accents are a visual way to bring all branded materials together. These elements will be used on digital and printed materials. Additional accents should only be used in special circumstances.



business cards



photography accents



icons

PHOTOGRAPHY

STLF photos are full-color images without a filter. The tone of the composition should be authentic communication, making a difference, and an entrepreneurial spirit. No black and white filters will be used unless the materials are being printed in black and white. No sepia or other color filters will be used.



- It's okay if lighting differs from picture to picture since the photos have #nofilter
- Use an STLF color bar (as seen in the photo to the left) on images with text

TYPOGRAPHY

Verdana and Quicksand are websafe fonts. These two are the default fonts for the STLF brand. Walkway, Claire Hand, Jenna Sue, and Cooper Black are options for promotional materials, headlines, quotes, or special events. These fonts should not be used as body copy, only as accents.

main body/web font

Verdana: Regular, Italic, Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

decorative fonts

Sleek: Quicksand, **BEBAS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Fun: CLAIRES HAND, *Jenna Sue*, **Cooper Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND MESSAGING

The brand messaging, which includes Mission, Vision, Core Values, and Messaging Staples, is used to drive consistent tone and phrasing across all STLF documents and materials. In some cases, exact phrases will be taken from the Messaging Staples and used in promotional pieces. That's the purpose. It saves time and keep the brand consistent from chapter to chapter.

mission

Revealing leadership through service, relationships, and action.

vision

Energizing generations of servant leaders.

BRAND MESSAGING CONT.

core values

STLF has four core values, all based on actions that cultivate a strong, sustainable organization able to best serve the world.

Believe

To believe that we are all leaders; to believe that it can happen; to believe that one person can make a difference.

Passion

To discover personal purpose; to live life with excitement; to listen from within; to share your energy for the common good.

Community

To welcome all; to build authentic relationships; to embrace the commonality and celebrate the differences; to practice collective action.

Initiative

To take action; to go against the norm; to respond to a need; to turn an idea into a reality; to follow a dream.

messaging staples

1. STLF lives by and introduces students to a collaborative and personalized leadership model.

Lead Your Way

STLF does not create or build leaders, but reveals them: By giving people ownership and flexibility, we give students the chance to discover their unique leadership skills and potential.

Leadership Goes Beyond a Title

We value leadership beyond job descriptions or past experience, and believe that the qualities of leadership can be revealed in everyone.

Serving By Example

We set aside personal credit to focus on serving others, and emphasize leading through action.

Success Reflects the Strength of the Core

Our innovative Core model allows leaders to make the best use of their individual talents while working collaboratively as a team.

BRAND MESSAGING CONT.

2. STLF works to make our programs accessible to all students and maintains a culture of positivity, inclusivity, and fun.

Share, Don't Compare

No one's success or accomplishments take away from anyone else's, so we teach students to choose shared happiness over competition.

Every Person Has a Story

We recognize each individual's meaning, purpose, and potential to contribute, and we invite everyone to share their own story.

PMA, All the Way

A positive mental attitude makes life, leadership, and service easier, so we emphasize smiles, laughter, and being kind in the small ways that matter.

3. STLF provides meaningful leadership experiences that not only build resumes, but truly prepare students to lead in the future.

When In Doubt, Fly It Out

We value impromptu leadership: the ability to improvise and keep moving when plans fall apart.

Leadership Is Tough

We acknowledge that leadership can be challenging, thankless, and require sacrifices, but that the happiness and success of leadership are worth the hard work.

Growth Happens With Reflection

We invite students to dig deeper and ask questions to make the most of their experiences, and we take time for self-evaluation as an organization.

4. STLF encourages students to become catalysts for positive change in their own lives, schools, and communities.

Leadership Without Boundaries

We value stretching beyond your comfort zone to visit new places, experience different cultures, and grow as a person.

Bring It On Back

We believe that service, relationships, and action should continue beyond our programs, and we encourage students to share what they've learned in their hometown communities.

Just Keep Learning

We are lifelong students and believe in constantly challenging ourselves to grow, learn, and become better people.