



**PLAYWORKS**

**Brand** Guidelines

*Updated in 2018*

# WHAT IS BRANDING AND WHY IT MATTERS

Branding consists of graphic elements, wordmarks, colors and typography that represents an identity.

The goal of brand guidelines is to protect the strength of the brand so that it continues to create value for the organization. Brand guidelines achieve this by explaining the importance of the brand and describing how to use the elements of the brand, such as identity and the brand name.

## VALUE

Your brand is one of your most important assets. It is essential that everyone understands the value of the brand and knows how to use it.

## UNDERSTANDING

Brand guidelines operate at two levels: they explain why your staff, ambassadors, and partners should use the brand to achieve business objectives and they provide practical instructions on how to use brand elements consistently. Brand guidelines explain how staff can reflect brand values, such as customer focus, innovation or leadership, in the way they deal with customers.

## CONSISTENCY

A key goal of brand guidelines is to ensure that all parties use the brand elements consistently. Brand guidelines provide information and tools and set the standards for using brand names, logos, typefaces and other design elements in advertisements, brochures, newsletters, packaging and online communications. Guidelines give your company control over the way other people use your brand so that its visual appearance is always consistent.

## PERCEPTION

Brand guidelines play an important role in managing perceptions of your organization and demonstrate the relationship between your company and other parties associated with you. Every time you communicate with clients, vendors, employees, investors, journalists and the community, it is essential to build and reinforce a consistent perception of your company. Brand guidelines help you to achieve that goal.

# LOGO

The Playworks logo is a key element and a valuable asset for our brand. The correct and consistent use of our logo enhances our brand recognition. Our logo consists of the Playworks mark (jump rope) and wordmark (text) only. Variations of this logo that do not meet these guidelines will be subject to review by the Marketing Department.

## PRIMARY LOGO (PREFERRED)

- The primary logo is PMS 2995 (Blue) and PMS 423 (Gray). It is intended to be used on white or lighter backgrounds in order to maintain legibility.
- Minimum size in print is .75 inches wide or 40 pixels wide on the web.
- Never crowd the logo with other visual elements.
- Give the logo room to breath and help it stand out. Allow at least one Playworks mark worth of space on all sides.



## ALTERNATE LOGO

- The alternate logo is a horizontal version that is meant to fit a short layout space without sacrificing legibility.
- The mark now sits on the same level as the Playworks text but slightly oversized and to the left.
- Minimum size in print is .50 inches tall or 25 pixels tall on the web.
- Colors and other usage rules still follows the Primary Logo guidelines.
- Allow at least one Playworks mark worth of space on all sides.



# LOGO DOS

Below are examples of what you **can do** with the Playworks logo on print, web and apparel. If you have questions or concerns, please contact the Marketing Department.



### Transform Your School Culture Through the Power of Play

 **PLAYWORKS**

**Playworks Coach**  
Transform your school culture with a full-time Playworks coach. A Playworks coach facilitates positive play throughout the school day and after school. The coach mentors "Junior Coach" student leaders, teaches games to students and teachers, and runs after-school sports leagues.

Join 20 schools in the Pacific Northwest

**Playworks TeamUp**  
Collaborate with an on-site Playworks recess expert to empower your playground team. An on-site coordinator teaches, models, and empowers a sustainable recess program for one week each month. Your recess team supports safe, healthy play at recess, during transitions, and through a Junior Coach program.

Join 12 schools in the Pacific Northwest

**Playworks Pro**  
Build capacity for positive play with Playworks professional development. Hands-on trainings and support empower school staff, paraprofessionals, and youth-serving organizations to create and maintain a great recess and play environment throughout the school year.

Join 100 schools and youth organizations in the Pacific Northwest.

**Playworks Pacific Northwest**

Playworks partners with schools, districts, and out-of-school programs to ensure that all kids feel included, stay active, and build valuable social and emotional skills. Playworks aims for 250,000 children in 500 elementary schools in the Pacific Northwest—and 3.5 million children in 7,000 schools across the country—to experience safe, healthy play every day by 2020.

**97%** of partners report an increase in students' abilities to focus on class activities

**97%** report an increase in level of cooperation among students

**91%** report a decrease in number of physical or verbal conflicts

**89%** report a decrease in number of disciplinary incidents

**25** hours: average teaching time recovered by teachers\*

See our partners: [pa.cfm.playworks.org](http://pa.cfm.playworks.org)  
Learn more: [playworks.org/how](http://playworks.org/how)



"Playworks has been a game-changer for the kids in our school; it delivers a message about being active in such a positive way. On the playground now most of them are happily in motion instead of just hanging around."

— Robin Farup-Romero, Principal  
MIDDLEBURY ELEMENTARY SCHOOL, ILLINOIS

### Tomorrow's Leaders. Today

The Playworks Junior Coach Leadership Program impacts young leaders and through them, the world.

 **PLAYWORKS**

**5000+** 4th and 5th grade students participate in the Junior Coach Leadership Program, Junior Coach

**84%** of Junior Coaches experienced improvement in social and emotional skills. Through the program they gain the skills they need for leadership and life.

**54%** more likely to earn a high school diploma\*

**2X** as likely to earn a college degree\*

**46%** more likely to have a full time job at age 25\*

Lead group games on the playground

Solve conflicts with respect

Reflect as a squad and learn to lead with respect and inclusion

Junior Coaches become agents of real change in their communities. Playworks scholars:

- Less bullying!
- Fewer disciplinary referrals
- More time spent learning!

"Being a Junior Coach helped me with social interaction, especially when we led games together. It made me more comfortable with who I am."  
—Julia, college student and camp counselor

"I used to sit on the bench and do math problems to ignore recess. The Junior Coach Leadership Program helped me learn more games, be more friendly, and not argue if I was out."  
—Adrian, current junior coach

To learn more, visit [playworks.org](http://playworks.org)

\*Rivkin, Kathan. "Social-Emotional Competence of Playworks Junior Coaches 2011-2012." School Year 2011-2012. Playworks. 2012. [www.playworks.org](http://www.playworks.org).  
\*Cassidy, Jennifer. "Social-Emotional Competence of Playworks Junior Coaches 2011-2012." School Year 2011-2012. Playworks. 2012. [www.playworks.org](http://www.playworks.org).  
\*Kochanska, G. "Teaching the Social-Emotional Competence of Playworks Junior Coaches 2011-2012." School Year 2011-2012. Playworks. 2012. [www.playworks.org](http://www.playworks.org).  
\*M. Anderson and D. K. Coatsworth. "Behavioral and Social Skills Training for Children with Emotional and Behavioral Difficulties." The Relationship Between Socioemotional Competence and Future Well-Being." [www.playworks.org](http://www.playworks.org).

### Play powers Social and Emotional Learning.

Social and emotional skills include recognizing empathy and a sense of fairness, cooperation and teamwork, caring with respect.

- Increases students' cooperation with others
- Increases students' ability to focus in class
- Increases student use of conflict resolution strategies
- Increases student feelings of inclusion

Over 99% of educators at our schools agree that Playworks:

- Increases students' social and emotional skills and
- Increases students' ability to focus in class

Elementary students with strong social and emotional skills are:

- 54% more likely to earn a high school diploma
- 2x as likely to attain a college degree
- 46% more likely to have a full-time job by age 25

To learn more, visit [playworks.org](http://playworks.org)

 **PLAYWORKS**

# PLAYWORKS

## Saïrée for play

Thursday, November 2, 2017

<Name>  
<Street>  
<City, State, Zip>

Dear <Name>,

We live in extraordinary times. We struggle to make sense of the catastrophes, threats, and conflicts we see at a distance and up close. Sometimes, we even forget that we have a real capacity to impact what happens in our own communities.

Do you notice, as we have at Playworks, how uncertainties and divisions take their toll on our youngest citizens? Do you wonder how much they absorb? We may not be able to stop natural disasters or political strife, but we can most certainly do something for the children.

Together, we can make sure all children know what it feels like to be part of a healthy, caring community—at school, every day.

You know a healthy community when you see it. It's a place where children absorb the lessons that matter most: that we can achieve more together, that kindness makes hard times less scary, that everyone belongs. Those lessons help classroom lessons stick, because feeling safe and feeling needed make it easier to learn.

That's the kind of community Playworks creates in elementary schools, starting with recess.

New research suggests that the relationships we build between students and adults on the playground are a "preventative factor," buffering children against adverse experiences.

For 21 years, Playworks has used traditional recess games, simple conflict resolution tools, and the joy of physical activity to make the most of kids' limited recess time at school. On our playgrounds, kids invite each other to join in. They resolve their own conflicts by playing rock, paper, scissors. When we play, everyone is welcome.

Perhaps the playground is not the first place you might look for solutions to our nation's challenges.



 **PLAYWORKS**

# LOGO DON'TS ❌

Below are examples of what you **should not do** with the Playworks logo on print, web and apparel. If you have questions or concerns, please contact the Marketing Department.

1. Moving the mark anywhere other than above the wordmark

PLAYWORKS



2. Changing the color of the mark\*



PLAYWORKS

3. Using the mark without the wordmark, and vice versa\*



4. Changing the typeface of the wordmark



PLAYWORKS

5. Adding additional text below the logo (regional name is ok)\*



PLAYWORKS  
AND OTHER TEXT

6. Having other elements on or near the logo



6. Placing the logo in front of an image, background, or color that reduces clarity



\*There may be exceptions to which these examples do appear. In these specific cases, the Marketing Department have recognized and approved these uses.

# COLOR

Below are the 12 colors in the official Playworks color palette. The primary colors are Bright Blue and Gray, which are used in the Playworks logo mark and wordmark, respectively. The colors come in the following modes: RGB (general use), CMYK (print), Web (digital/hexadecimal), and PMS (swag and apparel).

## PRIMARY BRAND COLORS



### **BRIGHT BLUE**

RGB: 67, 139, 197

CMYK: 89, 0, 1, 0

Web: #438bc5

PMS: 2995



### **GRAY**

RGB: 122, 124, 127

CMYK: 0, 0, 0, 60

Web: #7a7c7f

PMS: 423



### **BRICK**

RGB: 140, 50, 29

CMYK: 7, 78, 68, 15

Web: #8c321d

Print: 1805



### **ORANGE**

RGB: 197, 93, 24

CMYK: 0, 50, 95, 5

Web: #c55d18

PMS: 152



### **BRIGHT GREEN**

RGB: 119, 161, 25

CMYK: 30, 0, 100, 5

Web: #77a141

PMS: 390



### **DARK GREEN**

RGB: 76, 115, 44

CMYK: 45, 3, 100, 20

Web: #4c732c

PMS: 377



### **MEDIUM BLUE**

RGB: 5, 79, 149

CMYK: 100, 25, 2, 1

Web: #054f95

PMS: 3005



### **NAVY BLUE**

RGB: 26, 40, 69

CMYK: 100, 37, 6, 41

Web: #1a2845

PMS: 2955



### **YELLOW**

RGB: 241, 157, 26

CMYK: 0, 30, 90, 0

Web: #f19d1a

PMS: 129



### **BRIGHT PURPLE**

RGB: 139, 62, 127

CMYK: 44, 82, 0, 0

Web: #8b3e7f

PMS: 513



### **DARK PURPLE**

RGB: 79, 33, 77

CMYK: 57, 86, 4, 5

Web: #4f214d

PMS: 2623



### **DARK GRAY**

RGB: 77, 77, 79

CMYK: 0, 0, 0, 85

Web: #4d4d4f

PMS: 426

# TYPEFACE

There are three Playworks brand typefaces (also know as fonts): Galaxie Polaris (Playworks wordmark), AG Book Rounded, and Dutch 809. See below for examples of these fonts used for print purposes.

## GALAXIE POLARIS

Normally used for headers.  
Can be used for regular text.

## AG BOOK ROUNDED

Can use as headers as well as  
regular text elements.

## DUTCH 809

Limit use of this font to text  
elements on a document.

**EVERY CHILD  
DESERVES...**

**EVERY CHILD DESERVES TO FEEL  
GOOD AT SCHOOL—TO HAVE FUN  
WHILE LEARNING AND FEEL SAFE ON  
THE PLAYGROUND.**

Yet in too many elementary schools, children experience something very different during recess: chaos, conflict, and bullying behavior. Playworks is making a difference by turning the playground into “the other classroom” where students learn teamwork, build leadership skills, and improve their educational experience—all while having fun.

This school year, Playworks will reach 900,000 students at 1,800 schools in 23 U.S. cities directly and through professional training services.

**We believe in the power of play to bring out the best in every kid.**

If these fonts are not available in the platform you are using (such as Google Drive), please use Arial.

# PHOTOGRAPHY

Photography is a key tool to show our impact on the playground and in the community. Our photography captures who we are and connects people to our mission. **All kids, adults and/or schools must have signed media releases on file before photos are taken.** You can download media releases [here](#).

## KIDS

Playworks brand photos typically portray kids:

- From all ethnicities, gender identity
- Playing games
- Being physically active
- Smiling/laughing
- Interacting/playing with coach(es), Junior Coach(es). This can be seen in the Adults section below.
- Backgrounds and locations should primarily be either on the playground or in a classroom



## ADULTS

Playworks brand photos typically portray adults:

- From all ethnicities, gender identity
- Smiling/laughing
- Playing games
- Giving high-fives/interacting with kids
- Making silly faces in group photos
- Backgrounds and locations should primarily be school based (exception: indoors for corporate recess)



# PHOTOGRAPHY DON'TS

Below are examples of what to avoid when selecting images for the Playworks brand:

1. Subject(s) is blurry or obstructed



2. Subject(s) is visibly distressed



3. Subject(s) is oddly cropped



4. Action is unclear or inappropriate



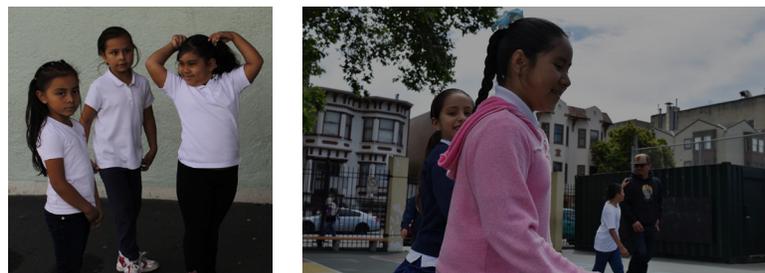
5. Quotes, name tags or other questionable elements are visible



6. Image is overexposed (too bright)



7. Image is underexposed (too dark)



# ILLUSTRATIONS

In some instances, illustrations can be used to better visualize a concept or idea, such as recess games. Illustrations should depict diverse and inclusive groups of both kids and adults engaging with each other. For access to the illustrations below, contact the marketing department.

## Tip-it-Over, Pick-it-Up



**PLAYWORKS**

**1** Divide your group into two teams. **GOAL:** Turn over as many cones as possible in X amount of time.

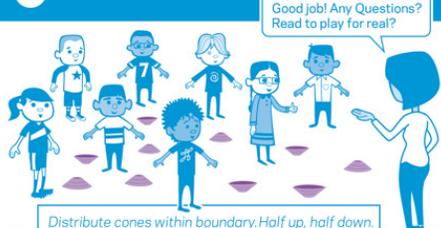


**PICKER UPPERS**



**TIPPER OVERS**

**2 PRACTICE**



Distribute cones within boundary. Half up, half down.

**3 PLAY**



**PLAY SAFE:** hands and feet to yourself

**4** Say the **STOP WORD** and **ADD** the **SCORES**.

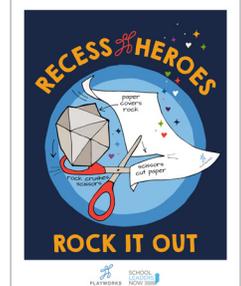
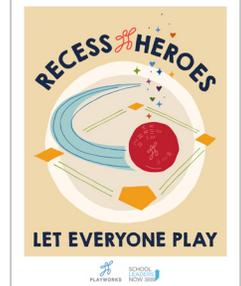
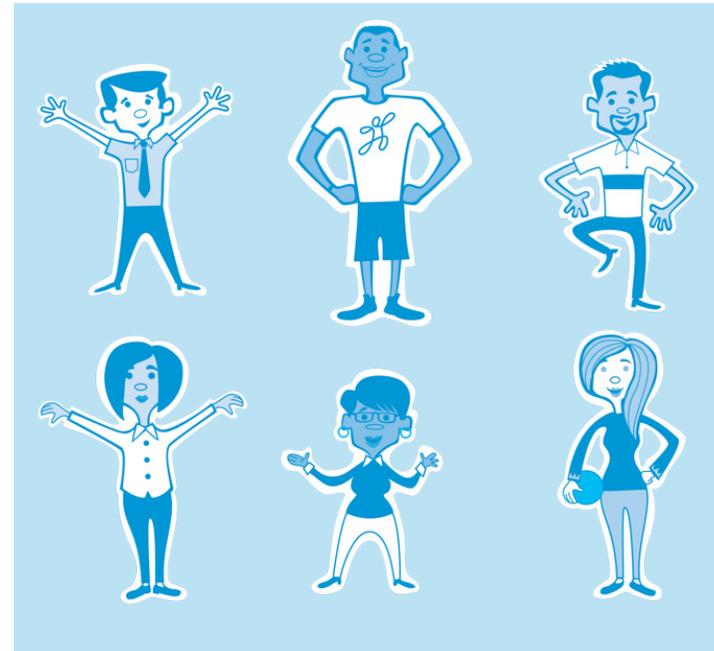
<u>TIPPER OVERS</u>	<u>PICKER UPPERS</u>
7	8

**5** When you're all done **HIGH-FIVE** a teammate!



**VARIATION:** You may only touch a cone once during the round.

Please visit [PLAYWORKS.org](http://PLAYWORKS.org) for more information and support.



# RECESS LAB

Recess Lab is powered by and is a brand of Playworks. The Recess Lab brand believes that all schools should experience the benefits of a better recess. With Recess Lab, we're opening up what we've learned, so that everyone – from teachers to parents to principals – can discover the power that play has to bring out the best in every kid.

## LOGO

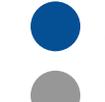
Primary



Secondary



## COLORS

-  **BRIGHT YELLOW**  
Web: #FFCB2B  
RGB: 255, 203, 43
-  **BRIGHT BLUE**  
Web: #62b9ff  
RGB: 98, 185, 255
-  **MEDIUM BLUE**  
Web: #054f95 RGB: 5, 79, 149
-  **GRAY**  
Web: #979797 RGB: 151, 151, 151
-  **LIGHT GRAY**  
Web: #E8EAED RGB: 232, 234, 237

## FONTS

There are two Recess Lab brand fonts:

### Sentinel

Headings, body copy, links, captions

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Suspendisse mollis in tortor sit amet efficitur. Nam ornare cursus erat, eu pharetra magna consectetur id. Maecenas at mattis neque, vel sodales mauris. Aliquam condimentum neque lobortis commodo fermentum.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### Galaxie Polaris

UI elements like buttons and dropdowns

## GRAPHICAL ELEMENTS

When designing annotated scenes of play, be sure to label the higher-level social/emotional outcomes and motivations (and not simply the physical activity).



## PHOTOS

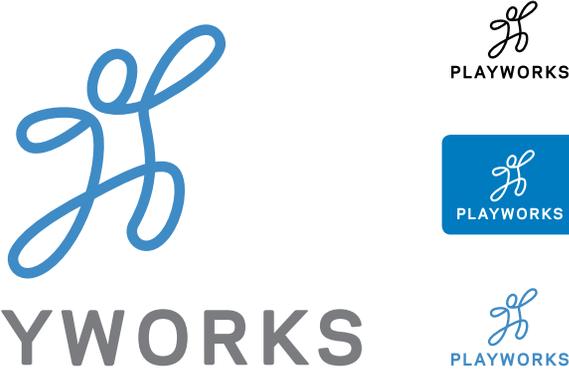
Choose photos that show a mix of gender and racial diversity. Keep in mind the variety of geographies in photography and look for photos in environment that makes sense for the audience & application (urban, rural, suburban, mountainous, etc). Choose photos where it's clearly recess (vs. looking like a gym class) and students are taking part in inclusive, structured games.

Avoid posed scenes, opting for more natural shots.



## PRIMARY LOGO (PREFERRED)

The primary logo is PMS 2995 (Blue) and PMS 423 (Gray). It is intended to be used on white or lighter backgrounds in order to maintain legibility.



## ALTERNATE LOGO

The alternate logo is a horizontal version that is meant to fit a short layout space without sacrificing legibility. The mark now sits on the same level as the Playworks text but slightly oversized and to the left.



## LOGO VARIATIONS

Below are acceptable variations of the Playworks logo:



## COLORS

Below are the 12 colors in the official Playworks color palette. The primary colors are Bright Blue and Gray, which are used in the Playworks logo mark and wordmark, respectively. The colors come in the following modes: RGB (general use), CMYK (print), Web (digital /hexadecimal), and PMS (swag and apparel).

	<b>BRICK:</b> RGB (140, 50, 29), CMYK (7, 78, 68, 15), Web (#8c321d), PMS (1805)
	<b>ORANGE:</b> RGB (197, 93, 24), CMYK (0, 50, 95, 5), Web (#c55d18), PMS (152)
	<b>YELLOW:</b> RGB (241, 157, 26), CMYK (0, 30, 90, 0), Web (#f19d1a), PMS (129)
	<b>BRIGHT GREEN:</b> RGB (119, 161, 25), CMYK (30, 0, 100, 5), Web (#77a141), PMS (390)
	<b>DARK GREEN:</b> RGB (76, 115, 44), CMYK (45, 3, 100, 20), Web (#4c732c), PMS (377)
	<b>BRIGHT BLUE:</b> RGB (67, 139, 197), CMYK (89, 0, 1, 0), Web (#438bc5), PMS (2995)
	<b>MEDIUM BLUE:</b> RGB (5, 79, 149), CMYK (100, 25, 2, 1), Web (#054f95), PMS (3005)
	<b>NAVY BLUE:</b> RGB (26, 40, 69), CMYK (100, 37, 6, 41), Web (#1a2845), PMS (2955)
	<b>BRIGHT PURPLE:</b> RGB (139, 62, 127), CMYK (44, 82, 0, 0), Web (#8b3e7f), PMS (513)
	<b>DARK PURPLE:</b> RGB (79, 33, 77), CMYK (57, 86, 4, 5), Web (#4f214d), PMS (2623)
	<b>GRAY:</b> RGB (122, 124, 127), CMYK (0, 0, 0, 60), Web (#7a7c7f), PMS (423)
	<b>DARK GRAY:</b> RGB (77, 77, 79), CMYK (0, 0, 0, 85), Web (#4d4d4f), PMS (426)

## TYPEFACE

There are three Playworks brand typefaces (also known as fonts):

### GALAXIE POLARIS

Used on the Playworks wordmark and normally for headers. Can be used for regular text.

### AG Book Rounded

Can use as headers as well as regular text elements.

### Dutch 809

Limit use of this font to text elements on a document.

## PHOTOGRAPHY

Photography is a key tool for showing our impact and mission on the playground and in the community. Our photography captures Playworks and connects with people in ways that words alone can't. *All kids, adults and/or schools must have signed media releases on file.*

### Guidelines for Kids

- Playworks brand photos typically portray kids:
- From all ethnicities, gender (diversity)
- Having Fun
- Playing games
- Being physically active
- Smiling/laughing
- Interacting/playing with coach(es), Junior Coach(es)

### Guidelines for Adults

- Playworks brand photos typically portray adults:
- From all ethnicities, gender (diversity)
- Having Fun
- Smiling/laughing
- Playing games
- Giving high-fives
- Making silly faces in group photos



# PLAYWORKS

## **Brand** Guidelines

*Updated in 2018*

For more information, visit [playworks.org/brand](https://playworks.org/brand)

Please send any questions to [info@playworks.org](mailto:info@playworks.org)