



Florida After School, Inc. Style Guide

Introduction

This guide is your resource for understanding and implementing the Florida After School, Inc. brand consistently across all touchpoints. By adhering to these guidelines, we can collectively ensure that Florida After School is a recognized brand as a leader in the youth development sector across Florida.

About Us

Florida After School is dedicated to ensuring that every child in Florida has access to safe, enriching, and supportive afterschool and summer learning programs. These programs operate at the nexus of schools, families, and communities to expand learning opportunities and provide essential support for all children and youth.

Decades of research show that out-of-school-time programs help young people succeed academically, achieve greater attendance at school, make smart choices, and avoid risky behaviors. They also give working parents peace of mind knowing their children are safe in an enriching environment.

Established with the support of the Charles Stewart Mott Foundation, we are part of a 50-state network dedicated to informing policy, developing partnerships, and shaping practices. We also serve as the State Affiliate to the National AfterSchool Association,

We advocate for quality standards, sustainable funding, and policy reforms to ensure that all children have access to high-quality programs that inspire them to change the world.

Together, we're preparing today's youth for a brighter future.

Vision

All children and youth should have high-quality out-of-school time opportunities that inspire them to change the world.

Mission

The mission of Florida After School is to advocate for and equip out-of-school time stakeholders with resources to build the profession and support high-quality programs for all children and youth.

Values

Accessibility, Innovation, Collaboration, and Impact

Strategic Goals

- **PROMOTE QUALITY** standards and best practices for OST programs that inform program decisions through training and technical assistance.
- **COLLABORATE** with public and private partners to share high-quality and innovative resources with OST programs to accelerate learning and youth development.
- **ADVOCATE** for policies and funding to expand the availability and accessibility of OST programs, as well as elevate public awareness on the benefits of those programs.
- **ENGAGE** direct service providers to ensure our efforts are representative and effective for those serving children, youth, and families every day.

Message Pillars

Message pillars are the core themes that guide our communication. They ensure our messages are consistent, clear, and focused on what matters most. These pillars help us stay aligned across teams, engage our audiences effectively, and highlight the impact of our work.

By using these key themes in everything we share—whether with policymakers, parents, or providers—we reinforce our mission and build a strong, unified voice for Florida After School, Inc.

- High-quality OST programs promote learning, safety, and personal growth.
- Community collaboration strengthens access to resources and opportunities.
- Advocacy ensures sustainable funding and equitable access for all.
- Innovation accelerates youth development and prepares future leaders.



Logo Usage

Standard Logos



The standard logo is a three-color, circular mark that can be used on labels or signage. It is preferred with limited space.



The horizontal logo is an alternative layout that should be used on websites, print materials, ads and reports.

Circle Logo Specifications

Standard:

The Mark



The Circle Logo is the preferred standard of use.

Solid Black:

The Mark



The solid black logo is to be used in all instances where the Circle Logo would be visually awkward based on layout/background.

Solid White:

The Mark

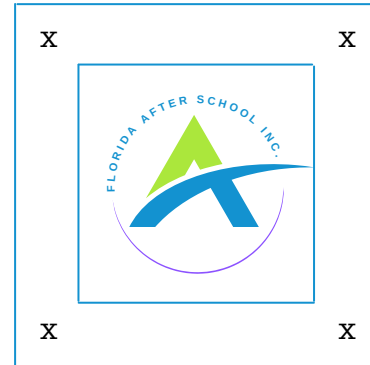


The solid white logo is to be used in all instances where the Circle Logo would be visually awkward based on layout/background. It is typically used when the brand's blue color is the background (as demonstrated above).

Clear Space & Minimum Size

To ensure the logo stands out beautifully, please review the guidelines on minimum size and clear space. The same spacing rules demonstrated on this pages shall be followed for all company logos.

No text, image, or other graphic element should encroach on this space.



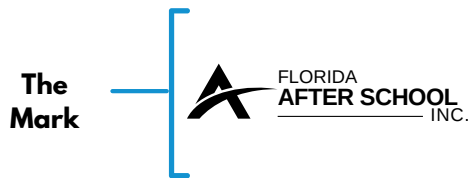
Horizontal Logo Specifications

LOGO/ Standard Horizontal:



The Horizontal Logo is the preferred standard of use.

LOGO/ Solid Black:



The solid black logo is to be used in all instances where the Horizontal Logo would be visually awkward based on layout/background.

LOGO/ Solid White:



The solid white logo is to be used in all instances where the Horizontal Logo would be visually awkward based on layout/background. It is typically used when our brand's blue color is the background (as demonstrated above).

Clear Space & Minimum Size

To ensure the logo stands out beautifully, please review the guidelines on minimum size and clear space. The same spacing rules demonstrated on this pages shall be followed for all company logos.

No text, image, or other graphic element should encroach on this space.



Logo Usage Best Practices

Consistent use of the Florida After School logo is paramount in gaining instant recognition across all media channels. By following the “do’s” and avoiding the “do not’s,” the Florida Afterschool Network's logo will remain clear and legible.

DO

Provide enough clear space.



DO

Use the logo at the minimum size or larger.



DO NOT

Place the logo over complicated backgrounds.



DO NOT

Distort the logo vertically or horizontally.



DO NOT

Alter the mark or logotype color.





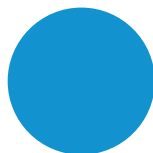
Colors, Elements & Associated Images

Color Palette

The following make up the color palette for Florida After School. The primary colors are 'strong blue' and 'lime green.' The secondary colors are 'dark violet' and black.

For Pantone equivalent or other color codes, please contact info@flafterschool.com.

Primary Color Scheme:



HEX: #1392d0
RGB: 19, 146, 208
CMYK: 91, 30, 0, 18

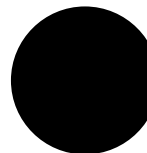


HEX: #abe73c
RGB: 171, 231, 60
CMYK: 26, 0, 74, 9

Secondary Color Scheme:



HEX: #8c52ff
RGB: 140, 82, 255
CMYK: 45, 68, 0, 0



HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Associated Elements & Imagery



Our visual identity goes beyond logos and colors. The associated elements and imagery we use reflect the heart of Florida After School, Inc.—vibrant, playful, and focused on empowering youth. From photography to graphic design, these visual tools help tell our story, inspire our audience, and reinforce our commitment to building brighter futures.

We also use original photography from our members and provider community whenever possible, and always with express permission.





Typography, Tone & Templates

Standard Typography

To ensure consistency, readability and a professional appearance, a Sans Serif font should be used for all Florida After School print and digital needs.

For Headings, the font “League Spartan” should be used.

For Body, the font “Arimo” should be used.

If Arimo is not available, consider using “Open Sans” or “Roboto” as an alternate.

Headlines:

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

Body:

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Accent Typography

Accent typography is used sparingly to draw attention to specific elements, sub headings, or calls to action. It should always complement the primary typography by adding emphasis and creating visual hierarchy.

For accents, the font "Twister" should be used and never in all caps.

Avoid overusing accent typography to maintain clarity and professionalism. When in doubt, ensure the accent text enhances readability and aligns with the brand's tone and messaging.

Accents:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tone

The voice of Florida After School is professional yet approachable, reflecting our role as advocates, collaborators, and thought leaders. All publications and communications should be tailored to a specific audience and vary slightly based on the audience.

- For Policymakers: Authoritative, evidence-based, and goal-oriented; almost always third-person.
 - *Example: “Florida After School is driving measurable change in youth development by championing quality OST programs.”*
- For OST Providers: Supportive, collaborative, and innovative; first person/first person plural.
 - *Example: “Together, we’re shaping the future of afterschool with creative solutions and proven strategies.”*
- For Parents: Encouraging, empathetic, and resourceful; second person.
 - *Example: “Explore out-of-school time solutions that unlock your child’s full potential.”*
- For Youth: Motivational, aspirational, and fun; second person.
 - *Example: “Your ideas are the spark that makes our programs shine.”*

Templates

Accessibility Guidelines

Florida After School, Inc. is committed to inclusivity. All communication materials should follow these accessibility best practices:

- Color Contrast: Ensure high contrast between text and background for readability.
- Font Size: Use a minimum of 12-point font for documents and accessible font sizes for presentations.
- Alt Text: Include descriptive alternative text for all images and graphics.
- Language Access: Translate key materials into the languages most commonly spoken by our audience.
- Digital Compliance: Follow WCAG (Web Content Accessibility Guidelines) standards for all digital content.

By integrating accessibility into our designs, we ensure our messaging reaches and resonates with all audiences.

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Employee Signature Block

Signature Block: Required Elements

A professional and consistent email signature ensures clear communication, reinforces our brand identity, and provides an opportunity to promote key events or calls to action. Follow these guidelines when creating your email signature:

1. Name: Use your full name in bold.
2. Title/Role: Include your official job title.
3. Organization Name: Write out the full name of the organization.
4. Contact Information:
 - Office Phone: (e.g., Office: (123) 456-7890)
 - Mobile (optional): Include only if necessary for your role.
 - Email Address: Use your official work email.
5. Linked Logo or Tag Line: Insert the official logo hyperlinked to the organization' website. followed by the tagline..

There may be times when it is appropriate to replace item 5 with a specific call to action. Follow business wide instruction when making this change.

Signature Block: Formatting Do's & Don'ts

Formatting Guidelines:

1. Font: Use the organization's primary typeface (e.g., Arimo) or a standard fallback font like Arial or Calibri if unavailable.
2. Font Size: Keep font size between 10–12 points for readability.
3. Color: Avoid excessive color usage. Use either black or the brand's primary blue.
4. Spacing: Ensure clear separation between each section.
5. Hyperlinks: Make sure any and all hyperlinks are embed into associated imagery and link to the right location.

What to Avoid:

1. Unapproved fonts, colors, or graphics.
2. Personal quotes, images, or icons not related to the brand.
3. Inconsistent formatting or excessive text.

Sample Signatures

Jane Doe

Program Coordinator

Florida After School, Inc.

Office: (123) 456-7890

Mobile: (987) 654-3210

jane.doe@flafterschool.com



Jane Doe

Program Coordinator

Florida After School, Inc.

Office: (123) 456-7890

jane.doe@flafterschool.com

REGISTER TODAY!



Jane Doe, Program Coordinator

Florida After School, Inc.

Office: (123) 456-7890 | Mobile: (987) 654-3210

jjane.doe@flafterschool.com



Accessibility

Accessibility Guidelines

Florida After School, Inc. is committed to inclusivity. We strive to ensure all communication materials follow these accessibility best practices:

- Color Contrast: Ensure high contrast between text and background for readability.
- Font Size: Use a minimum of 12-point font for documents and accessible font sizes for presentations.
- Alt Text: Include descriptive alternative text for all digitally consumed images and graphics.
- Digital Compliance: Follow WCAG (Web Content Accessibility Guidelines) standards for all digital content.

We are also working toward expanded language access of our print and digital materials to ensure our messaging reaches and resonates with all audiences in Florida. *For access to Spanish materials, please contact info@flafterschool.com.*



Approval Process

Consistency is key to maintaining the integrity of the Florida After School brand. All branded materials—digital, print, or otherwise—must be reviewed and approved by the Communications Team before distribution. This ensures alignment with our brand values, messaging, and visual identity.

Contact Information:

For questions, guidance, or approvals related to the Florida After School brand, please contact:

- Communications Lead: Holly McPhail
- Email: hmcphail@flafterschool.com
- Phone: 850-510-4377 (text preferred)
- Response Time: Allow up to two business days for approvals. For urgent matters, please indicate the deadline in your request.

