# Smile Train Brand Communication Contents

## CORE ELEMENTS

**BRAND TONE/MESSAGING**
- Brand Tone
- Vision Statement
- Boiler Plate
- Messaging
- Elevator Pitch
- Smile Train Language
- Smile Train Usage

**LOGOS**
- Primary
- Secondary
- Train Icon Only
- WordMark
- With Tagline
- With URL
- Black and Dark Backgrounds
- Versions
- One-Color Applications
- Small Space Applications
- Clear Space Rule
- Do’s and Don’ts
- International Logos
- Creating New International Logos
- Co-branding
- Special Logos
- Event-Specific Logo Guidelines
- Logo Library

**COLOR**
- Pantone Color Palette
- CMYK Color Palette
- RGB/Web Color Palette

**TYPOGRAPHY**
- Primary Typeface
- Secondary Typeface
- Websafe and Digital Typeface
- Typographic Sample

**GRAPHIC ELEMENTS**
- Steam Clouds
- Color Bars

## PHOTOGRAPHY

**BRAND PHOTOGRAPHY**
- Before and After Photos
- Patients Before Surgery
- Patients After Surgery
- Staff, Volunteers, and Doctors
- Image Size/Quality

## ICONOGRAPHY

**BRAND ICONS**
- Brand Icons
- Guidelines To Create New Icons
- Icon Library

## USAGE

**STATIONERY**
- Business Cards
- Letterhead
- Word Template
- Envelopes #10
- Envelopes 9x6
- Envelopes 12x9
- Pocket Folders
- Note Cards 5x3
- Address Labels 5x3.5

**POWERPOINT TEMPLATE**
- Standard Template

**COLLATERAL**
- T-shirts
- Hats
- Pins
- Buttons
- Bracelets
- Scrubs
- Email Signature
- Brochures
- Posters
- HTML Email
- Step and Repeat
- Tribute Cards
- Annual Report

**EMPLOYEE COLLATERAL**
- Desktop Pattern
- Screensaver
- Pens
- Mugs
- Notepads
- Post-Its
- USB Drives
- Stickers

## ONLINE

**WEBSITE REFRESH**
- Website Refresh
- Web Typography
- Web Type Guidelines

**SOCIAL MEDIA**
- Social Media Profiles
- Social Media Examples: Use of Train Icon Only or No Logo, Use of Primary Logo, Facebook, Twitter, Google+, Pinterest, YouTube, Vimeo

## CONTACT

**PHILLIP JOHNSON**
Creative Director
(646) 829-0987
Cell: (703) 801-5089
pjohnson@smiletrain.org

**SHARI MASON**
VP, Communications
(212) 689-9199 x241
Direct: (212) 689-9316
smason@smiletrain.org
CORE ELEMENTS
Brand Tone

Smile Train’s tone is friendly, humble, honest, and optimistic. When communicating internally or with our partners, we use a slightly more formal, direct and concise voice. For external communications, it’s important to show that we care deeply about cleft repair and subsequent cleft care, but aren’t solemn or desperate. Bringing free cleft surgery and comprehensive cleft care to those in need is a joyful experience. So, let’s make more smiles, not less. To help convince donors to contribute, show them that smiles are capable of so much more. Grab attention with incredible claims about what a smile can do. Then back it up with facts, figures and human stories.

A good example would be, “a smile can train a nurse,” with a story of someone who received cleft surgery and then became a nurse with our help. Stay humble when referring to Smile Train itself. Cleft repair involves many partners, medical professionals, and donors. So instead of, “We repair clefts,” or “We train doctors,” say, “We help empower medical professionals to repair clefts,” and “We help train medical professionals.”

Lastly, take care not to be too casual or rude. Avoid sounding overly graphic or clinical (e.g. “spread smiles,” “fix” clefts, “congenital deformity.”) Our audiences should feel we respect them, value their contributions, and are glad they can join us in giving forever smiles to those who need them.
Vision Statement

OUR VISION

Smile Train empowers local medical professionals with training, funding, and resources to provide free cleft surgery and comprehensive cleft care to children globally. We advance a sustainable solution and scalable global health model for cleft treatment, drastically improving children’s lives, including their ability to eat, breathe, speak, and ultimately thrive.
Smile Train empowers local medical professionals with training, funding, and resources to provide free cleft surgery and comprehensive cleft care to children globally. We advance a sustainable solution and scalable global health model for cleft treatment, drastically improving children’s lives, including their ability to eat, breathe, speak, and ultimately thrive.

To learn more about how Smile Train’s sustainable approach means donations have both an immediate and long-term impact, please visit smiletrain.org.
Boiler Plate
Abbreviated

Smile Train empowers local medical professionals with training, funding, and resources to provide free cleft surgery and comprehensive cleft care to children globally. We advance a sustainable solution and scalable global health model for cleft treatment.

Learn more at smiletrain.org.
Smiling Train Guidelines

Messaging

$^3=A$

**SINGULAR STORY:**
- Transform a child’s life.
- Immediately after a safe surgery, there’s a poignant transformation.

**SEVERITY**
- A child with a cleft lip and/or palate can live in isolation. They often face physical difficulties with eating, breathing and speaking. It’s hard for these children to make friends or go to school.

**SUSTAINABLE MODEL**
- Smile Train was founded on the belief that if you give a man a fish he eats for a day. If you teach a man to fish you feed him for a lifetime. That’s why our model focuses on providing additional training for local medical professionals to perform cleft surgeries and provide comprehensive cleft care in their own communities — a sustainable system that’s more efficient than sending Western doctors.

**SUPPORTING FACTS (to be used as seasoning)**
- 100% free for patients
- $250/£150/surgery
- Medical professional volunteer their time
Elevator Pitch

Millions of children are living with untreated clefts, but cleft surgery is safe and the transformation is immediate. Smile Train provides the training and funds to medical professionals to perform free cleft surgery and provide comprehensive cleft care in their own communities. Our sustainable approach means donations have an immediate and long-term impact in these communities.

Smile Train is building a sustainable system focused on one solvable global health issue -- Cleft surgery is safe and the transformation is immediate - for the child and their community

Smile Train is a progressive cleft charity that helps train local medical professionals to perform cleft surgery and provide comprehensive cleft care in their own communities.

Elevator pitches are not to be used for publication, but are to be used as verbal communications only.
Smile Train Language

Smile Train General Language

• Smile Train funded cleft surgery can take as little as 45 minutes and can cost as little as $250 (£150).

• When referring to a single child we use the singular form of cleft: A child with a cleft

• When referring to multiple children we use the plural form of clefts: Children with clefts.

• Since 1999, Smile Train has transformed the lives of more than one million children by giving them the power of a smile, but there are still millions of children living with untreated clefts.

• Smile Train is an international children’s charity that has worked in 85+ countries around the world.

• Smile Train has a network of 2,100+ medical professionals.

• Smile Train funded cleft surgery provides a child with not just a new smile, but a second chance at life.
In copy, Smile Train should appear as 2 words, make sure there is a space in between.

When using our URL in all instances, including international URLs, remove the www. before the web address in order to maintain consistency.
A good logo is engaging. Fresh, modern, clean and contemporary. Bold and confident. Unique and ownable. Above all, it tells the world who you are and what you’re about.

Consistent use of the color, proportions and composition of the logo will reinforce recognition of the brand. Smile Train’s logo is available in multiple lockups for flexibility in various applications. Never use the brandmark in any other way than specified here.
The full-color icon and logotype in its horizontal arrangement is the preferred version of the logo, and should be used whenever possible.
When space limitations prohibit the use of the primary horizontal logo, a secondary vertical arrangement is provided.
For digital use on Facebook, Instagram and Twitter only (in accordance with guidelines laid out on page 87).

Any other uses of the train icon only without the Smile Train wordmark require approval from the Marketing and Communications Team, which will be granted on a case by case basis.
Logo

Wordmark

When space limitations prohibit the use of the primary or secondary logos, a wordmark only version of the logo is provided. Use aesthetic judgement depending on the specific application. When in doubt, use the primary logo.
The logo in combination with our tagline “Changing the World One Smile at a Time” supports and enriches our brand strategy and mission.
Logo

With URL lockup

For standard lockups, the URL right aligns with the wordmark and matches the width of “Train”.

For vertical lockups, the URL should center align with clear space that equals the height of the lower case letters.
# Logo

Versions on Black and Dark Backgrounds

<table>
<thead>
<tr>
<th>Primary Logo</th>
<th>Primary Logo with Tagline</th>
<th>Primary Logo with URL</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Primary Logo" /></td>
<td><img src="image2.png" alt="Primary Logo with Tagline" /></td>
<td><img src="image3.png" alt="Primary Logo with URL" /></td>
</tr>
</tbody>
</table>

When the logo is used on black and dark backgrounds, a version of the primary logo is provided using PMS 179, PMS 2718, white and Cool Gray 10.

A version of the logo for use on a black and dark backgrounds has also been provided with the tagline knocked-out in white.

A version of the logo for use on a black and dark backgrounds has also been provided with the URL knocked-out in white.
Knock-out white and black versions of the logo have been created when the full color logo cannot be used, e.g., on photography. The black logo may be used on white or light colored backgrounds and the white logo on a black or dark backgrounds in one-color applications.

In order to preserve the dimensionality of the icon, 80 percent opacity for knock-out white and 80 percent opacity for black has been applied to the right half of the icon. Special care should be taken when placing the logo over complicated areas of an image.

When using knock-out logo in InDesign, use the .ai version of the logo file as the .eps version will not print with correct opacity.
Logo
Small Space Applications

To avoid any possible reproduction and legibility issues, logos have been developed for applications with limited space. Use the small space logo when it will appear at 1 inch or less. Please note that the tagline or URL should NOT be incorporated in the small usage logos. The small space logo does not have 80% opacity like the regular knock-out logo. It has an outline around the circle and the cap has been modified for legibility at small sizes.

<table>
<thead>
<tr>
<th>Primary Small Space Knock-Out Logo</th>
<th>Primary Small Space Black Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Use when 1” or less</strong></td>
<td><strong>Use when 1” or less</strong></td>
</tr>
<tr>
<td>1”</td>
<td>1”</td>
</tr>
</tbody>
</table>

Changing the World One Smile at a Time
Logos Clear Space Rule

Smile Train’s Logo is one of our organization’s most precious assets. Always position it for maximum impact and give it plenty of room to “breathe” to ensure impact and legibility.

Clear space separates the brandmark from other elements such as headlines, text, imagery, and the outside edges of printed materials.

A minimum amount of clear space — equal to the diameter of the circle in the logo — must surround the logo at all times. Whenever possible, use a larger amount of visually uninterrupted space for optimal visibility.

The logos have been saved with a document border with the correct clear space. Therefore, the clear space is maintained when the logo is scaled up or down.
Smile Train Guidelines

**Logo**

Do’s and Don’ts

---

**Incorrect Logo Usage**

---

- **Do not change elements in the icon.**
- **Do not crop logo.**
- **Do not rotate logo.**
- **Do not alter the logo or use incorrect typefaces.**
- **Do not alter the color of the brand logo.**
- **Do not change format.**
- **Do not skew logo.**
- **Do not place the logo over detailed or complicated backgrounds.**

---

Always use Smile Train’s logo with care. Incorrect use can compromise the integrity of the brand. Do not stretch, squeeze or otherwise morph or manipulate the logo. Any modification of our logo confuses its meaning and diminishes its impact. Whenever possible - only use the logo on white backgrounds with correct clear space.
International Logos

Smile Train UK

The logo in combination with the UK URL, "smiletrain.org.uk" supports and enriches our brand strategy and mission. The logo with the UK URL lockup in all color variations can be found in the logo library.

In the UK lockup, the URL right aligns with the wordmark.

For the vertical UK lockup, the URL should center align with the logo.
International Logos

Smile Train India

The logo in combination with the Indian tagline, “Changing India One Smile at A Time” supports and enriches our brand strategy and mission. The logo with Indian tagline lockup in all color variations can be found in the logo library.
International Logos
Smile Train Spanish

The logo in combination with the Spanish tagline, “Cambiando el mundo, una sonrisa a la vez” supports and enriches our brand strategy and mission. The logo with Spanish tagline lockup in all color variations can be found in the logo library.
The logo in combination with the Portuguese tagline, “Mudando o mundo com um sorriso de cada vez” supports and enriches our brand strategy and mission. The logo with Portuguese tagline lockup in all color variations can be found in the logo library.
International Logos
Smile Train China

The logo in combination with the Chinese tagline, "美国微笑列车基金会" supports and enriches our brand strategy and mission. The logo with Chinese tagline lockup in all color variations can be found in the logo library.

<table>
<thead>
<tr>
<th>Primary logo with Chinese tagline</th>
<th>Secondary logo with Chinese tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Primary logo with Chinese tagline" /></td>
<td><img src="image2" alt="Secondary logo with Chinese tagline" /></td>
</tr>
<tr>
<td><img src="image3" alt="Primary logo with Chinese tagline" /></td>
<td><img src="image4" alt="Secondary logo with Chinese tagline" /></td>
</tr>
<tr>
<td><img src="image5" alt="Primary logo with Chinese tagline" /></td>
<td><img src="image6" alt="Secondary logo with Chinese tagline" /></td>
</tr>
</tbody>
</table>
Creating New International Logos
Guide on how to create international logos

To create international logos with foreign language taglines, follow these steps:

1. Take primary logo with tagline from the logo library for alignment.
3. Align the new tagline to the baseline of the existing tagline.
4. Left-align the new tagline with the SmileTrain logo (as shown on the right).
5. For secondary logo, center align the tagline vertically with the logo.

The creation of any new international logos need to be reviewed and approved by the Marketing and Communications Team before use. There is no exception to this rule.
Co-Branding
Smile Train and Sponsored Logo

For sponsorships and any other events when co-branding is needed, please add a .5 80% black vertical line that equals the height of the logo and clear space, and scale the co-branded logo visually the same size as the Smile Train logo.
Special Logos

Smile Train Express

Smile Train Express is our free, secure, web-based patient database accessible to the global cleft community. This special logo brands this patient database.

This logo is meant to be used on an as-needed basis by department.
Special Logos
Smile Train Season of Smiles

Season of Smiles is our branded end of year holiday campaign. This special logo is used during the holiday period on direct mail, email, print and banner ads, in social media and on holiday-specific collateral. This logo is not meant for use outside of the holiday period. This logo is meant to be used on an as needed basis by department and with approval from the Marketing and Communications Team.
Special Logos
Smile Train Premier Circle

The Premier Circle is a group of like-minded individuals who have taken on a special role to help children born with clefts based on giving-level requirements.

This logo is used on direct mail, email and high-level communications to this specifically defined group only.

This logo is meant to be used on an as-needed basis by department.
Our Smiles for Life Society recognizes benefactors who have created a legacy of support for Smile Train through a bequest provision in their will or other planned gift. This logo is used on direct mail and high-level communications to specifically defined prospects as well as current members.

This logo is meant to be used on an as-needed basis by department.
Special Logos
Smile Train Team EMPOWER

Smile Train Team EMPOWER is our athletics program. This logo is used on all correspondence to prospects as well as Team EMPOWER members. This logo is also used on the Team EMPOWER microsite, collateral materials, uniforms and Facebook page.

This logo is meant to be used on an as-needed basis by department.
Special Logos

Students for Smile Train

Students for Smile Train is our schools program. This logo is used on all correspondence to prospects as well as Students for Smile Train members.

This logo is also used on the Students for Smile Train microsite and collateral materials.

This logo is meant to be used on an as-needed basis by department.

Primary Students for Smile Train logo

Secondary Students for Smile Train logo
Special Logos

Frequent Smiler Logo

The Frequent Smiler logo is used to represent Smile Train’s monthly giving club. This logo helps recognize donors who have committed to helping transform a child’s life through consistent monthly gifts. This logo is to be used exclusively for Frequent Smiler communications, collateral material and premiums.
Special Logos

Logo for Religious Organizations

The Faithful Smiles logo is used to represent Smile Train’s faith-based fundraising donors. This logo is to be used exclusively for Faithful Smiles communications, collateral material and premiums.
Event-Specific Logo Guidelines

For new event-specific logos, please use .5 100% black strokes above and below the name. Typeset the name in Gotham bold. If additional descriptor is needed, typeset it in gotham book and center it above the name interrupting the line like these examples on the right.
The logo library is organized by a series of folders. It is important to select the proper logo for the media in which it will be used, so it is organized first by color mode. Then, followed by arrangement, identifier, color version and file type.

The Marketing and Communications Team is responsible for managing and maintaining the logo library.

### File Naming Structure

<table>
<thead>
<tr>
<th>COLOR MODE</th>
<th>ARRANGEMENT</th>
<th>IDENTIFIER</th>
<th>COLOR VERSION</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE CYMK</td>
<td>PRIMARY</td>
<td>LOGO</td>
<td>FULL COLOR</td>
<td>EPS</td>
</tr>
<tr>
<td>PANTONE RGB</td>
<td>SECONDARY</td>
<td>TAGLINE</td>
<td>DARK BACKGROUND</td>
<td>PDF</td>
</tr>
<tr>
<td></td>
<td>WORDMARK</td>
<td>URL</td>
<td>KNOCKOUT</td>
<td>JPG</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BLACK</td>
<td>PNG</td>
</tr>
</tbody>
</table>
Color

Smile Train brand colors have been carefully selected for use across all communication touchpoints. The Primary Color Palette is concise, with PMS 179 and PMS 2727 of the brandmark coupled with PMS 1645 and PMS 284 to give dimensionality to the brand identity with a two-tone look. The Secondary Color Palette has pairs of colors which continues to build upon the brand’s two-tone look. The Secondary Color Palette should be used sparingly to accent or highlight, while the Primary Color Palette should govern the look and feel.
Pantone color numbers on this page will be referred to throughout this guide to identify the colors. However, please be sure to use the logos from the logo library in the proper color mode for the application it’s being used. For example, the Pantone colors should be used only for special printing needs with Pantone inks for stationery such as letterhead, business cards and envelopes.

When working with vendors to produce marketing materials and products, it is necessary to provide both the Pantone and CMYK version of the logo to request estimates for both options. Dependent on what is being produced and the manner it’s being printed, one of the versions will be more cost effective and suitable for the job.
Color Palette

CMYK Colors

CMYK color breakdowns on this page were carefully selected to match the Pantone colors on the previous page. Please note that these breakdowns have been adjusted from the usual software conversions to produce more accurate printing results for four-color process printing. When in doubt, these will be the default colors for most printing needs.

When working with vendors to produce marketing materials and products, it is necessary to provide both the Pantone and CMYK version of the logo to request estimates for both options. Dependent on what is being produced and the manner it’s being printed, one of the versions will be more cost effective and suitable for the job.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>C74 M50 Y0 K0</td>
<td>C41 M92 Y0 K0</td>
</tr>
<tr>
<td>C55 M21 Y0 K0</td>
<td>C7 M86 Y0 K0</td>
</tr>
<tr>
<td>C0 M94 Y100 K0</td>
<td>C0 M52 Y90 K0</td>
</tr>
<tr>
<td>C0 M67 Y70 K0</td>
<td>C0 M20 Y100 K0</td>
</tr>
<tr>
<td>C75 M68 Y67 K90</td>
<td>C48 M0 Y100 K0</td>
</tr>
<tr>
<td>C61 M53 Y50 K22</td>
<td>C19 M0 Y100 K0</td>
</tr>
<tr>
<td>C26 M21 Y22 K0</td>
<td>C100 M94 Y21 K12</td>
</tr>
<tr>
<td>C0 M0 Y0 K0</td>
<td>C47 M40 Y38 K3</td>
</tr>
</tbody>
</table>
Color Palette
RGB/Web Colors

RGB and HEX colors on this page should be used only for digital and on-screen applications such as html emails, PowerPoint and video. Use HEX colors for web only.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>R238 G49 B36</td>
<td>R173 G36 B169</td>
</tr>
<tr>
<td>R243 G118 B84</td>
<td>R240 G60 B172</td>
</tr>
<tr>
<td>R75 G121 B188</td>
<td>R255 G146 B45</td>
</tr>
<tr>
<td>R109 G170 B220</td>
<td>R255 G203 B5</td>
</tr>
<tr>
<td>R255 G148 B169</td>
<td>R144 G211 B7</td>
</tr>
<tr>
<td>R0 G0 B0</td>
<td>R217 G228 B3</td>
</tr>
<tr>
<td>R98 G97 B101</td>
<td>R4 G36 B123</td>
</tr>
<tr>
<td>R255 G255 B255</td>
<td>R141 G140 B143</td>
</tr>
<tr>
<td>R4 G36 B123</td>
<td>R255 G255 B255</td>
</tr>
<tr>
<td>HEX #ee3124</td>
<td>HEX #f03cac</td>
</tr>
<tr>
<td>HEX #f37654</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #4b79bc</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #6daadc</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #ad24a9</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #f37654</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #ee3124</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #4b79bc</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #f37654</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #ee3124</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #4b79bc</td>
<td>HEX #ff922d</td>
</tr>
<tr>
<td>HEX #f37654</td>
<td>HEX #ff922d</td>
</tr>
</tbody>
</table>
Our combination of sans serif and serif typography allows us to emphasize messages in a contemporary manner, as well as to create an identifiable and consistent tone across all communications points.

**Primary Font**

**Gotham SSM**

Gotham SSM is the brand corporate and copy typeface. It should be used in all brand communications. Always use Gotham SSM black for headings and Gotham SSM book for subheads. Within layouts, Gotham SSM upper and lower case should be combined for headlines and subheads to draw attention to important messages.

**Arial**

Arial should be used instead of Gotham SSM for all web and PowerPoint applications, including staff presentations, as the primary font.
Typography

Primary Typeface

Use Gotham SSM ‘Black’ for headings

Use Gotham SSM ‘Book’ for subheads
Typography

Primary Typeface

Example:

\[ x\text{-height} = 40\text{pt} \]
\[ \text{leading} = 42\text{pt} \]
Typography
Secondary Typeface

Our combination of sans serif and serif typography allows us to emphasize messages in a contemporary manner, as well as to create an identifiable and consistent tone across all communications points.

Secondary Font

**Hoefler Text**

*Hoefler Text is also one of the brand featured typefaces. Always use Hoefler Black for headings and Hoefler Text for subheads. Within layouts, Hoefler Text upper and lower case should be combined for headlines and subheads to draw attention to important messages.*

Secondary Websafe/Digital Font

**Times New Roman**

*Times New Roman should be used instead of Hoefler Text for all web applications as the secondary font. NOTE: For staff who do not have the Hoefler font, Times New Roman should be used for all Word documents, email signatures, communications and correspondence, etc.*
Typography
Secondary Typeface

Use Hoefler ‘Black’ for headings

Use Hoefler ‘Text’ for subheads
Typography

Secondary Typeface

Example:

\[ x\text{-height} = 40\text{pt} \]
\[ \text{leading} = 42\text{pt} \]
Typography
Primary Websafe and Digital Typeface

Arial Bold
Use Arial ‘Bold’ for headings

Arial Regular
Use Arial ‘Regular’ for subheads
Typography
Secondary Websafe and Digital Typeface

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z
abcdefgihjklm
nopqrstuvwxyz
1234567890

TIMES NEW ROMAN BOLD
Use Times New Roman ‘Bold’ for headings

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z
abcdefgihjklm
nopqrstuvwxyz
1234567890

TIMES NEW ROMAN REGULAR
Use Times New Roman ‘Regular’ for subheads
OUR MISSION
Changing the World One Smile at a Time

Give a child back their future

- In convallis purus quis aliquet vestibulum.
- Mauris pellentesque purus rutrum, posuere odio vel, lobortis quam.
- Nullam auctor porta convallis.
- Vivamus vitae faucibus dui.
Graphic Elements
Steam Clouds

The steam clouds graphic is a prominent element of Smile Train’s new branding. This element will be used across platforms, in stationery, digital assets and print collateral. (See collateral section for specific usage.)

This graphic is taken from the steam cloud in the logo icon. It is made up of 2 overlapping groups of steam clouds of the same size with two tones of color (PMS 2727C/284C and PMS 179C/1645C).

Do not use steam cloud graphics on top of photos because it distracts from the impactful and emotional images in the Smile Train photo library.
Graphic Elements
Steam Cloud Applications

For most usage applications, steam cloud graphics are used along with a color bar at the bottom of the layout. The secondary steam cloud, behind, has to match the color of the bar. Size of the clouds have to be large enough so that the smallest cloud can be visible.

On white background, use two tone clouds with the lighter tone for the bar.

On color backgrounds, use a white cloud on the front and a color cloud and bar on the back (for example, PMS 2727C on 284C background, and vice versa).

When used in a single page document, steam clouds should be placed on the bottom left. When used on multiple pages, steam clouds should be varied to visually mimick progressive movement from left to right as if the train is passing through.

Do not use steam cloud graphics on top of photos because it distracts from the impactful and emotional images in the Smile Train photo library.
Color bars are another important graphic element that is part of Smile Train’s branding. This element is used on almost all design applications to bring consistency and strengthen brand awareness.

Color bars can be combined with a cloud graphic or used by itself where cloud usage is not allowed (on stationery, pages with photos like examples on the right).

There are 4 color bars: PMS 2727C, PMS 284C, PMS 179C, PMS 1645C. However, PMS 2727C and 284C should be the primary colors and used for all major applications. Usage of PMS 179C and 1645C should be kept to a minimum.

The width of the color bar should be .125 inches and placed flush at the bottom edge of any piece where it appears. The color bar should take up 2% of the height of document.

Example of color bar usage

Lorem Ipsum

They come from hundreds of miles away. By bus, bike and on foot. Through deserts, jungles, mountains, war zones. They go into debt to pay for the trip. They do whatever they have to do get their child to a Smile Train partner hospital, where a trained local doctor can perform surgery free of charge. We train local doctors and provide funding for equipment and training. We save lives, and foster the development of self-reliant medical systems.
PHOTOGRAPHY
Before and After Photos

Before and after photos show the result and success of our surgeries. When possible, these photos should feature individual shots of post-surgery patients holding a pre-surgery photo of themselves. Alternatively, before and after photos can feature side-by-side shots of patients pre and post-surgery. The pre-surgery photo goes on the left and the post-surgery goes on the right.

Post-surgery patients should look happy and optimistic to show the difference between pre and post-surgery.

The orientation of the photo should not be flipped or mirrored. The cleft and/or repair should appear on the same side of the face as occurred.
Patients Before Surgery

Good photos of pre-surgery patients and their families should have following qualities:

• Emotion: cleft lip is a serious condition that negatively affects patients’ health and prevents them from having a normal life. Thus, images of patients should evoke an emotion that motivates the public and donors to not only connect with the cause, but to also help make a difference.

• Photos should be clear with patients’ faces in focus. Patients’ faces should not be cut off. Avoid blurry, underexposed, overexposed and low-resolution photos.

• Photos of patients’ families should show context of their living conditions. The majority of cleft patients come from developing countries and their families are usually living in poverty. Therefore, they should not be shown wearing expensive clothes or jewelry.

• Photos of patients waiting for surgery should include as much of the crowds as possible to show the importance of helping those families and children.
Patients After Surgery

Post-surgery photos should show patients leading happy, meaningful lives. Lean toward natural, unposed pictures that evoke the everyday experiences patients can now enjoy with their new smiles.
Smile Train Staff, Volunteers and Doctors

Surgery photos should not show blood. They should focus on doctors performing the surgeries and training other local doctors during the surgeries.

Smile Train staff photos should show staff helping patients and talking to their families. Staff and doctors should not be shown by themselves in hotels, restaurants or other environments that are not related to Smile Train’s mission.

Smile Train staff, volunteers and doctors photo examples
Image Size/Quality

For print usage, use actual size images, length and width, in inches, at 300 dpi.

For digital usage, use actual size images, length and width, in pixels, at 72 dpi.
Brand Icons

Each icon represents a specific aspect of our organization in a very easy and recognizable way. They are clean, simple and effective.

At right is a sampling of our brand iconography, this does not show the full library. Should you need alternate options, please contact the Marketing and Communications Team.
Guidelines to Create New Icons

Each icon represents a specific aspect of our organization in a very easy and recognizable way. They are clean, simple and effective.

The icon's base is 50% R75 G121 B188 and 50% R109 G170 B220. The center illustration takes up approximately 60% of the base, is R255 G255 B255, maintains geometric shape and a consistent line.

The Marketing and Communications Team is the only team that can create/develop new icons. All needs for new icons must be pre-authorized by the Marketing and Communications Team.
The icon library is organized by a series of folders. It is important to select the proper logo for the media in which it will be used, so it is organized first by color mode. Then, followed by arrangement, identifier, color version and file type.

The Marketing and Communications Team is responsible for managing and maintaining the icon library.
The header and footer have been redesigned to reflect the current identity system with emphasis on the primary colors palette and incorporation of the steam cloud graphics.

The primary typeface has been updated to Gotham SSM with instances of Hoefler Text as the secondary typeface.

All Call-To-Action buttons are prominently featured to drive viewers to the Power Of A Smile site and donation page.
Website Refresh
Smiletrain.org.uk

The UK site follows the exact same format as the US site with the addition of a cookie alert bar on top and a different footer.
Website Refresh
Smiletrain.org hover state

Hover states of all the buttons and links.
Please refer to Button Style section on how to create hover states.
Website Refresh
Smiletrain.org inside page

Example of an inside page.
Web Typography

See page 47 for typography

Use Gotham SSM Book for headings
Use Hoefler Text for subheads
Web Type Guidelines

1. Main navigation: Gotham SSM Bold 14px/#4b79bc
2. CTA buttons: Gotham SSM Bold 14px/all caps/#fff
3. Special case headline: Hoefler Text Ital 40px/#fff
4. Patient Name: Gotham SSM Bold 24px/#fff
5. Patient info: Gotham SSM Book 21px/#fff
6. Category title: Gotham SSM Book 18px/all caps/#fff
7. Category description: Gotham SSM Medium 18px
8. Call to Donate: Hoefler Text Regular 24px/#fff
9. Donate Button 2: Gotham SSM Book 21px/#fff
10. Section Title: Gotham SSM Bold 19px/#ee3124
Web Type Guidelines

Continued

11. Article Title: Gotham SSM Bold 18px/#4b79bc
12. Body Copy: Gotham SSM Book 14px/#000
13. Footer Section Title: Gotham SSM Bold 12px/#fff
14. Footer Copy: Gotham SSM Book 11px/#fff
15. Legal Copy: Arial Regular 11px/#fff

Smiletrain.org home page (lower section)
Web Type Guidelines

Continued

16. Display Section Title: Gotham SSM Bold
   14px/all caps/underlined/#fff
17. Headline: Gotham SSM Black 40px/#fff
18. Overlay Call to Action Button: Gotham Bold 12px/all caps/#fff
19. ‘Share This’ title: Gotham SSM Medium
   12px/all caps/#fff
20. Article Title: Gotham SSM Bold
   18px/#4b79bc
   14px/#000
22. Footer Section Title: Gotham SSM Bold
   12px/#fff
23. Footer Copy: Gotham SSM Book
   11px/#fff
24. Legal Copy: Arial Regular 11px/#fff
Web Type Guidelines
Smiletrain.org buttons and links

- All buttons (except for Donate buttons, footer buttons and links): #4B79BC in static state and #6daadc in hover state.

- Donate buttons: #ee3124 in static state and #f37654 in hover state.

- Footer links and social buttons: #fff in static state and #f37654 in hover state.

- Instances where gradient is applied: refer to screenshot below for gradient setting.

![Gradient Overlay](image)

---

### Smiletrain.org buttons and links

#### Navigation Menu

- **Our Model**
  - static
  - hover

#### Campaign Link

- **POWER OF A SMILE**
  - static
  - hover

#### Donate Button

- **DONATE**
  - static
  - hover

#### Donate Button 2

- **Add a Smile**
  - static
  - hover

#### Donate Button 3

- **DONATE TODAY**
  - static
  - hover

#### Footer links

- Gift Center
  - static
  - hover

#### Social links

- static
  - hover
# Social Media Profiles

Space permitting, use logo with tagline. When creating social media profiles, try to use the preferred profile with tagline. If the tagline is illegible in small space profiles, use the secondary profile without the tagline.

<table>
<thead>
<tr>
<th>Preferred profile with tagline</th>
<th>Secondary profile</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Preferred profile with tagline" /></td>
<td><img src="image2" alt="Secondary profile" /></td>
</tr>
</tbody>
</table>
Social Media

Use of Train Icon Only or No Logo

Examples of Icon only or no logo usage

• The train only icon is for digital use only, not print.

• Only to be used on social media posts on Facebook, Instagram and Twitter. If you would like to use this logo on additional social networks (Vine, Tumblr, etc.), please contact Marketing and Communications Team to discuss.

• Best used in instances where:
  • Primary Logo has to be reduced to a size that inhibits legibility (especially on mobile, where most content is consumed).
  • Primary Logo contributes to the 20% text limit in Facebook promoted posts.
  • Images take center stage and logo could detract from emotional/visual impact.
  • Organization name is already present in imagery.
Examples of when Primary Logo should be included

In some social media uses, the full logo with wordmark should be utilized. These instances include the following:

- Posts that feature the logo of another brand, as:
  - They could provide confusion regarding who the content is coming from
  - There is a need to establish brand hierarchy between Smile Train and partner
  - Examples: AmazonSmile, eBay Giving

- Posts that can accommodate the Primary Logo at a size large enough to be legible on mobile.

- Posts with proprietary imagery that could be shared independently of our social content (though in photography-driven posts, the white knockout logo should be used so as not to detract from the image).
Social Media

Facebook

Due to space, for Facebook the secondary profile (without the tagline) should be used as the profile image.

Facebook cover images are created using a happy post-surgery photo of patients and their family along with the primary Smile Train logo (with tagline).

Photos should work horizontally with no cropping of the individuals’ faces featured in the image. Place a color bar at the base of the cover image (see page 60 for Graphic Elements guidelines).

Smile Train logo should be placed where it is completely visible and there are plenty of negative spaces around the logo.

Do not place logo on people’s faces or in busy areas where logo does not read.
For Twitter, the preferred profile (with the tagline) should be used as the profile image.

Twitter cover images are created using a happy post-surgery photo of patients and their family.

Photos should work horizontally with no cropping of the individuals' faces featured in the image. Place a color bar at the base of the cover image (see page 60 for Graphic Elements guidelines).
Social Media

Google+

For Google+, the secondary profile (without the tagline) should be used as the profile image.

Google+ cover images are created using a happy post-surgery photo of patients and their family.

Photos should work horizontally with no cropping of the individuals' faces featured in the image.
Social Media

Pinterest

For Pinterest, the preferred profile (with the tagline) should be used as the profile image.

The only element that we can update is the logo and introduction copy.

The more items we pin the more color and visuals will be added to the page.
Social Media

YouTube

For YouTube, the secondary profile (without the tagline) should be used as the profile image.

YouTube images are created using a happy post-surgery photo of patients and their family.

Photos should work horizontally with no cropping of the individuals’ faces featured in the image.
Smile Train Guidelines

Social Media

Vimeo

For Vimeo, the secondary profile (without the tagline) should be used as the profile image.

The only element that we can update is the logo and introduction copy.

The more videos we post the more color and visuals will be added to the page.
Business Cards

Back

Front

Front with long address

Susannah Schaefer
Chief Executive Officer
sschaefer@smiletrain.org

41 Madison Ave, 28th Floor
New York, NY 10010
O: +1.212.689.9199 x229
F: +1.212.689.9299
smiletrain.org

Mohamed Fakhr Eldin Attia
Regional Director
eldin@yahoo.com

Middle East North Africa
40 Mostafa Kamel Street
Raghebco, Building - 9th Fl.
Filming, Alexandria - Egypt
P: +20-3-5859913
C: +20-1009074400
Skype: mohamedfakhr-
mfakhrledin@smiletrain.org
smiletrain.org

Smile Train
Changing the World One Smile at a Time

Smile Train

Smile Train

*This letterhead without the New York Times quote is the primary letterhead. The New York Times letterhead is only permitted to be used for direct mail and acknowledgements.
Word Template

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

*Times New Roman should be used for all Word documents, email signatures, staff communications and correspondence, etc. for those who do not have the Hoefler font.*
Envelopes #10

Front

Smile Train's logo and address placement is .35" from the left and .25" from the top.
Envelopes 9x6
Envelopes 12x9
Pocket Folders

Outside
Pocket Folders
Inside

Changing the World One Smile at a Time
Note Cards 5x3
Address Labels 5x3.5

Standard Template
Chart pages

Primary Chart pages

Secondary Chart pages

Perspiciatis

Perspiciatis

Lorem ipsum dolor sit
Lorem ipsum dolor sit

Perspiciatis

Lorem ipsum dolor sit
Lorem ipsum dolor sit

Lorem ipsum dolor sit

Lorem ipsum dolor sit
Standard Template

Full Image pages

Full image slide


Perspiciatis

LOREM IPSUM

Jan 18, 2014

Perspiciatis

Lorem ipsum dolor sit

Dolor sit
TO PROVIDE A CHILD BORN WITH A CLEFT THE SAME OPPORTUNITIES IN LIFE AS A CHILD BORN WITHOUT A CLEFT
T-Shirts

White t-shirts and two-tone colorblock t-shirts
Hats
White and two-tone

White hats

Two-tone hats
Pins
Buttons
Bracelets

Bracelet
Scrubs
Two-tone and one color

Two-tone

One Color
Email Signature

For email signature

- Name: 12pt Times New Roman R98,G98,B101
- Job title: 11pt Times New Roman R98,G98,B101
- Phone number: 11pt Times New Roman R98,G98,B101
- Cell: 11pt Times New Roman R98,G98,B101
- Email: 11pt Times New Roman R98,G98,B101
- Address: 11pt Times New Roman R98,G98,B101
- Website URL: 11pt Times New Roman R98,G98,B101
- Smile Train logo

International staff note

- On name line, include Smile Train (region name) ie. Smile Train India, Smile Train Brazil, etc.
- For second titles or in country phone numbers, please place on line beneath name.

For mobile email signature

Font should default to Times New Roman; see example at right for preview of set up.

- First line: Name
- Second Line: Smile Train, Job Title
- Third line: Best contact phone number

Email signature example

For email signature

- Name: Phillip Johnson
- Job title: Creative Director
- Phone number: m. 703.801.5089

Email signature option

This is an option for staff to promote specific programs or upcoming events within the email signature. This line should be added beneath the logo. Only one learn more line addition may appear in email signature at any time:

“Learn more about (enter dept. name/event theme), click here.”

You will need to hyperlink the click here to your IMT created/approved URL. IMT must approve the line addition before it is included in outwardly facing messages.
Brochures

Cover

What is Life Without a Smile?
Brochures

Inside spread

Inside Spread

1,100+
Smile Train partner hospitals worldwide.

LARGEST CLEFT CHARITY WORLDWIDE, HELPING MORE CHILDREN WITH CLEFTS THAN ANY OTHER ORGANIZATION.
Posters

Event Poster example

Change a Life. Change a Future.

Together We Can Change the World One Smile at a Time.
For as little as $250, a poor child born with a cleft can receive not just a new smile, but a second chance at life. Now, imagine all the hundreds of lives we can change by working together.

**Get On Board Smile Train Today!**

Help Us Change The World One Smile At A Time.
HTML Email

Email example

Thank You!

[Image of Smile Train email]

Dear Richard,

Can you bake the greatest chocolate chip cookies? Or are you a math genius with a love of teaching? Maybe you’re the most talented carDans in town who can turn any socially awkwart into the big guy at the fraternity home club.

Use these and a multitude of other skills to give children smiles through Smile Train!

Smile Train Social Media:

Through Smile Train Social Media, you can fundraise and spread awareness by donating your time and talents. For example, if you love children, then offer to babysit for纯血and family. In return, they make a donation to Smile Train for your services.

To get started, visit our Smile Train Social Media website to download customizable images for any social media site. Then promote your services, gather donations, and serve, as you’ve just helped a child do so in the past time.

Sincerely,

Evanne K. Schaefer

Chief Executive Officer

Donate Now

P.S. There’s no better way to power a smile and make an immediate impact than by playing a st.

[Image of Smile Train donation button]
Step and Repeat
Smile Train and co-branded

With logo

With logo and partner logo
Tribute Cards

Tribute Card

Smile Train is an international children’s charity with a sustainable approach to a single, solvable problem: cleft lip and palate.

Millions of children in developing countries with un repaired clefts live in shame, but more importantly, have difficulty eating, breathing and speaking. Cleft repair surgery is simple, and the transformation is immediate. Our sustainable model provides training and funding to empower local doctors in 85+ developing countries to provide 100% free cleft repair surgery in their communities.

We use the “teach a man to fish” model focusing on training local doctors to perform cleft repairs in their communities. Those doctors then go on to train other doctors creating a long-term, sustainable system.

Patients see their smile for the first time, parents cry tears of joy, lives and communities are changed forever.

As a result of our efficiency and with the support of our donors and partners around the world, Smile Train has transformed the lives of more than one million children by giving them the power of a smile - that’s roughly 350 surgeries a day and 128,000 every year.

Join us and change the world one smile at a time.

Right now, somewhere in the world, a child is smiling.
Annual Report

Cover example
They come from hundreds of miles away. By bus, bike and on foot. Over mountains, through deserts, jungles, war zones. They go into debt to pay for the trip. They do whatever they have to do to get their child to a Smile Train partner hospital, where a trained local doctor can perform cleft surgery for a fraction of what it would cost a mission group.

Smile Train was the first cleft charity to pioneer this “teach a man to fish” approach. We train local doctors and provide funding for equipment and financial aid so these hospitals can provide free cleft surgery every day. This is safer, more...

Desktop Pattern
Screensaver

Cycling images
Pens

Blue and Red
Mugs

Red

Blue

White
Notepads

Blue

Red
Post-Its

Blue

Red
USB Drives

Blue

White
Stickers
Contact Information

QUESTIONS OR CONCERNS?
We’re here to help.

**Dan Carriero**  
Creative Director  
(332) 213-0445  
Cell: (203) 722-7962  
dcarrier@smiletrain.org

**Wendrich Montero**  
Graphic Designer  
(646) 829-2764  
Cell: (347) 622-8746  
wmontero@smiletrain.org

**Shari Mason**  
Vice President, Communications  
(212) 689-9199 x241  
Direct: (212) 689-9316  
smason@smiletrain.org