SmileTrain

BRAND COMMUNICATION GUIDELINES 2018

Smile Train Brand Communication Contents

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CORE ELEMENTS

BRAND TONE/
MESSAGING

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.

Boiler Plate

Main

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.

Messaging

$S^3 = A$

singular story + severity + sustainable model = action

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

Option 1   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.

Option 2   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

Option 3   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.

Smile Train Usage

In copy, Smile Train should appear as 2 words, make sure there is a space in between.

Smile Train

Correct

SmileTrain

Incorrect

When using our URL in all instances, including international URLs, remove the www. before the web address in order to maintain consistency.

smiletrain.org

Correct

www.smiletrain.org

Incorrect

LOGO

Logo

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.

Logo

Primary

The full-color icon and logotype in its horizontal arrangement is the preferred version of the logo, and should be used whenever possible.

Primary Logo

Logo
Secondary

When space limitations prohibit the use of the primary horizontal logo, a secondary vertical arrangement is provided.

Secondary Logo

Logo
Train Icon Only

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.

Icon

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.

Wordmark

SmileTrain

Logo
With Tagline

The logo in combination with our tagline "Changing the World One Smile at a Time" supports and enriches our brand strategy and mission.

Primary Logo with Tagline

Secondary Logo with Tagline

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.

Primary Logo with URL

smiletrain.org

Secondary Logo with URL

smiletrain.org

Logo

Versions on Black and Dark Backgrounds

Primary Logo

Primary Logo with Tagline

Primary Logo with URL

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.

Logo

One-Color Applications

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 opactity 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.

Knock-Out Logo

One-Color Black Logo

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.

Primary Small Space Knock-Out Logo

Use when 1" or less

1"

Primary Small Space Black Logo

Use when 1" or less

1"

Logo

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.

Clear Space

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.
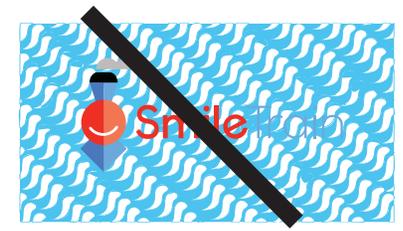
Do not place the logo over detailed or complicated backgrounds.

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.

Primary UK Logo with URL

Secondary UK Logo with URL

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.

Primary logo with Indian tagline

Secondary logo with Indian tagline

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.

Primary logo with Spanish tagline

Secondary logo with Spanish tagline

International Logos

Smile Train Portuguese

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.

Primary logo with Portuguese tagline

Secondary logo with Portuguese tagline

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.

Primary logo with Chinese tagline

Secondary logo with Chinese tagline

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.

2. Create the tagline in the intended language. Nexa Regular/9.75pt/ -25 tracking/black.

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.

Primary logo with foreign language tagline

Mudando o mundo com um sorriso de cada vez

Secondary logo with foreign language tagline

Mudando o mundo com um sorriso de cada vez

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.

Primary logo with co-branding

Secondary logo with co-branding

LOGO HERE

LOGO HERE

LOGO HERE

LOGO HERE

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.

Primary Express logo with Descriptor

Secondary Express logo with Descriptor

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.

Primary Season of Smiles logo

Secondary Season of Smiles logo

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.

Primary Premier Circle logo

Secondary Premier Circle knock-out logo

Special Logos

Smile Train Smiles For Life Society

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.

Primary Smiles for Life Society logo

Secondary Smiles for Life Society logo

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.

Primary Team EMPOWER logo

Secondary Team EMPOWER logo

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

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.

Religious Organizations logo

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.

Event-Specific Logo Examples

APRIL 2, 2014

POWER OF A SMILE GALA

BARCLAYS CENTER

2014

ANNUAL FUND

Logo Library

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

Smile Train_pantone_primary_logo_fullcolor.eps

COLOR MODE	ARRANGEMENT	IDENTIFIER	COLOR VERSION	FILE TYPE
PANTONE	PRIMARY	LOGO	FULL COLOR	EPS
CYMK	SECONDARY	TAGLINE	DARK BACKGROUND	PDF
RGB	WORDMARK	URL	KNOCKOUT	JPG
			BLACK	PNG

COLOR

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.

Color Palette

Pantone Colors

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.

Primary

PMS 2727 C
PMS 284 C

PMS 179 C
PMS 1645 C

PMS BLACK
PMS Cool Gray 10 C

PMS Cool Gray 4 C
PMS WHITE

Secondary

PMS 253 C
PMS 232 C

PMS 1495 C
PMS 116C

PMS 375 C
PMS 388 C

PMS 2747 C
PMS Cool Gray 8 C

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.

Primary

C74 M50 Y0 K0

C55 M21 Y0 K0

C0 M94 Y100 K0

C0 M67 Y70 K0

C75 M68 Y67 K90

C61 M53 Y50 K22

C26 M21 Y22 K0

C0 M0 Y0 K0

Secondary

C41 M92 Y0 K0

C7 M86 Y0 K0

C0 M52 Y90 K0

C0 M20 Y100 K0

C48 M0 Y100 K0

C19 M0 Y100 K0

C100 M94 Y21 K12

C47 M40 Y38 K3

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.

Primary

R75 G121 B188
HEX #4b79bc

R109 G170 B220
HEX #6daadc

R238 G49 B36
HEX #ee3124

R243 G118 B84
HEX #f37654

R0 G0 B0
HEX #000000

R98 G97 B101
HEX #626165

R191 G188 B186
HEX #bfbcba

R255 G255 B255
HEX #ffffff

Secondary

R173 G36 B169
HEX #ad24a9

R240 G60 B172
HEX #f03cac

R255 G146 B45
HEX #ff922d

R255 G203 B5
HEX #ffcb05

R144 G211 B7
HEX #90d307

R217 G228 B3
HEX #d9e403

R4 G36 B123
HEX #04247b

R141 G140 B143
HEX #8d8c8f

TYPOGRAPHY

Typography

Primary 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.

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 sudheads. Within layouts, Gotham SSM upper and lower case should be combined for headlines and subheads to draw attention to important messages.

ABCDEFghijklmnopq12345

ABCDEFghijklmnopq12345

Primary Websafe/Digital Font

Arial

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

ABCDEFghijklmnopq12345

ABCDEFghijklmnopq12345

Typography

Primary Typeface

ABCDEFG
HIJKLMN
OPQRST
UVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

GOTHAM SSM BLACK

Use Gotham SSM 'Black' for headings

ABCDEFG
HIJKLMN
OPQRST
UVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

GOTHAM SSM BOOK

Use Gotham SSM 'Book' for subheads

Typography

Primary Typeface

x-height | THIS IS A | leading
HEADLINE

Example:

X-height = 40pt
leading = 42pt

40-pt/42-pt | THIS IS A HEADLINE

30-pt/32-pt | THIS IS A HEADLINE

24-pt/26-pt | THIS IS A HEADLINE

18-pt/20-pt | THIS IS A HEADLINE

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 sudheads. Within layouts, Hoefler Text upper and lower case should be combined for headlines and subheads to draw attention to important messages.

ABCDEFghijklmnopq12345
ABCDEFghijklmnopq12345

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.*

ABCDEFghijklmnopq12345
ABCDEFghijklmnopq12345

Typography

Secondary 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

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
1 2 3 4 5 6 7 8 9 0

HOEFLER BLACK

Use Hoefler 'Black' 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

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
1 2 3 4 5 6 7 8 9 0

HOEFLER TEXT

Use Hoefler 'Text' for subheads

Typography

Secondary Typeface

This is
Body Copy

x-height   leading

tracking
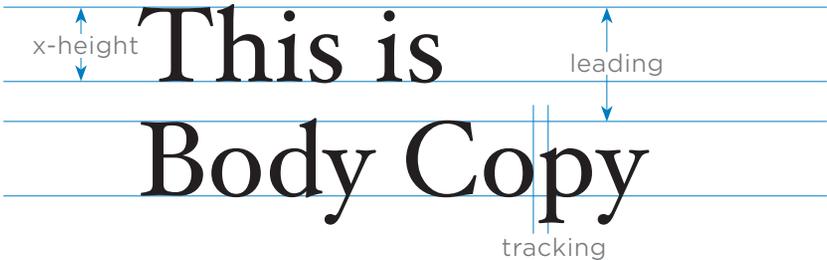
Example:

X-height = 40pt
leading = 42pt

24-pt/26-pt   This is
Body Copy

18-pt/20-pt   This is
Body Copy

14-pt/16-pt   This is
Body Copy

10-pt/12-pt   This is
Body Copy

8-pt/10-pt   This is
Body Copy

Typography

Primary 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
abcdefghijklm
nopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

ARIAL BOLD

Use Arial '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
abcdefghijklm
nopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

TIMES NEW ROMAN REGULAR

Use Times New Roman 'Regular' for subheads

Typography

Typographic Sample

Headline ────────● **OUR MISSION**

Subhead ────────● Changing the World One Smile at a Time

Subhead ────────● Give a child back their future

Body copy ────────● Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tempor est sit amet condimentum aliquam. Mauris id eros lobortis, auctor nibh at, tristique nisi. Nunc erat ipsum, mattis et ultrices at, sagittis id nisi. Proin a tincidunt justo, nec scelerisque sem. Sed nec justo urna. Sed fermentum mattis lectus, quis consequat sem commodo eget. Vivamus adipiscing, metus ac luctus vulputate, augue libero venenatis leo, at pretium tellus risus eu ipsum. Praesent eget leo mauris. Suspendisse quis sollicitudin dolor. Donec egestas sed dolor eget lacinia. Maecenas non justo erat.

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

Subhead ────────● GIVE A CHILD BACK THEIR FUTURE

Lorem ipsum dolor sit amet, consectetur adipis cing elit. Mauris id eros lobortis, ctor nibh at, tristique nisi.

GIVE A CHILD BACK THEIR FUTURE

Lorem ipsum dolor sit amet, consectetur adipis cing elit. Mauris id eros lobortis, ctor nibh at, tristique nisi.

GRAPHIC ELEMENTS

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.

On white background
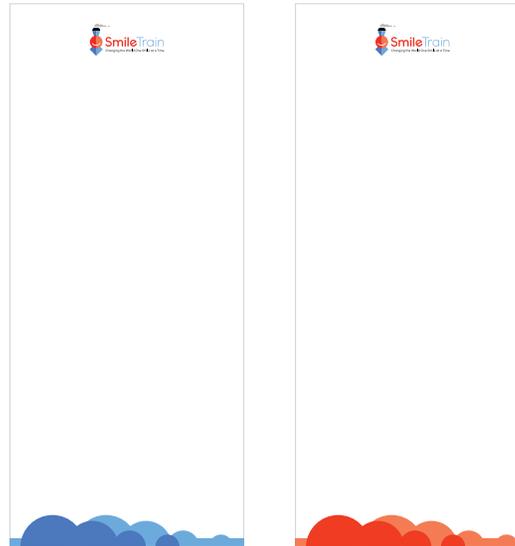
Reverse on color background

Graphic Elements

Color Bars

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
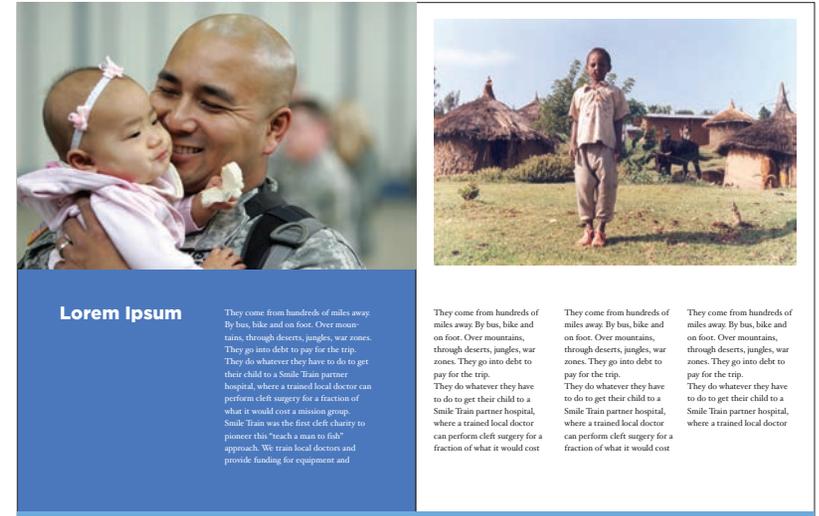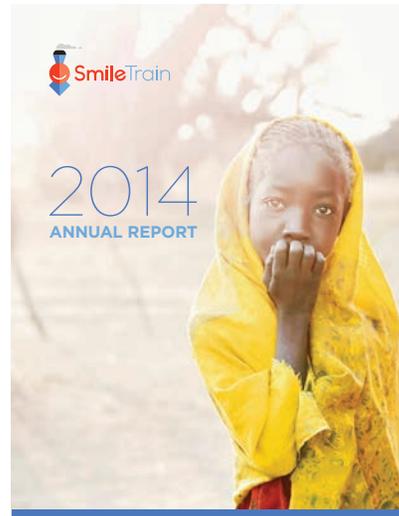
PHOTOGRAPHY

BRAND
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.

Before and after photo examples

Patients Before Surgery

Good photos of pre-sugery 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 before surgery photo examples

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.

Patients after surgery photo examples

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.

Hi-res/Good

Lo-res/Bad

ICONOGRAPHY

BRAND ICONS

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 iconograpy, this does not show the full library. Should you need alternate options, please contact the Marketing and Communications Team.

Sampling of Smile Train Iconography

Partner Surgeons	Donors or Contributions	Staff	Fundraiser	Partner Hospitals	Free Cleft Surgeries

Countries	Articles and Publications	School Programs	Statistics	Conferences and Training	Athletic

Volunteer	Helped Children	Email	Facebook	Twitter	Google

Pinterest	Wordpress	Smile Train Community	General	Medical (General)	Smile Train Regional Directors

Fundraisers & Supporters	Video	Discussion

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.

Example

R255 G255 B188
%60 of the center.

Use rounded edges and geometric shapes to construct icons

R75 G121 B188

R109 G170 B220
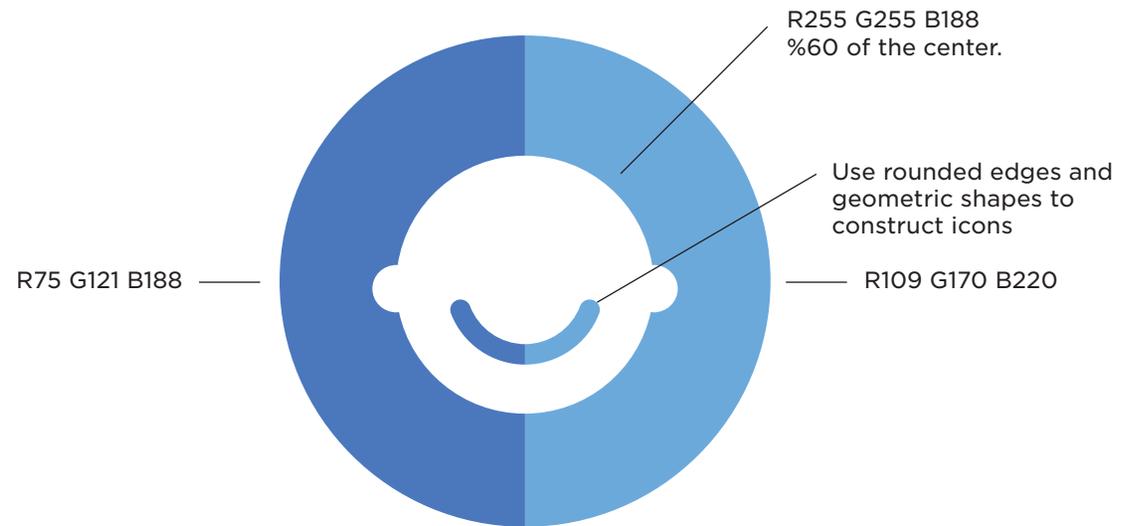
Icon Library

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.

File Naming Structure

Smile Train_pantone_Athletic_icon_fullcolor.eps

COLOR MODE	ARRANGEMENT	IDENTIFIER	COLOR VERSION	FILE TYPE
PANTONE	Partner Surgeons	ICON	FULL COLOR	EPS
CYMK	Donors or Contributions		KNOCKOUT	PDF
RGB	Staff			JPG
	Fundraiser			PNG
	Partner Hopitals			
	Free Cleft Surgeries			
	Countries			
	Countries helping children			
	Statistics			
	Articles and Publications			
	School Programs			
	Conferences and Training			
	Athletic			
	Volunteer			
	Helped Children			
	Email			
	Facebook			
	Twitter			
	Google			
	Pintrest			
	Wordpress			

ONLINE

WEBSITE
REFRESH

Website Refresh

Smiletrain.org

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.

Smiletrain.org.uk home page
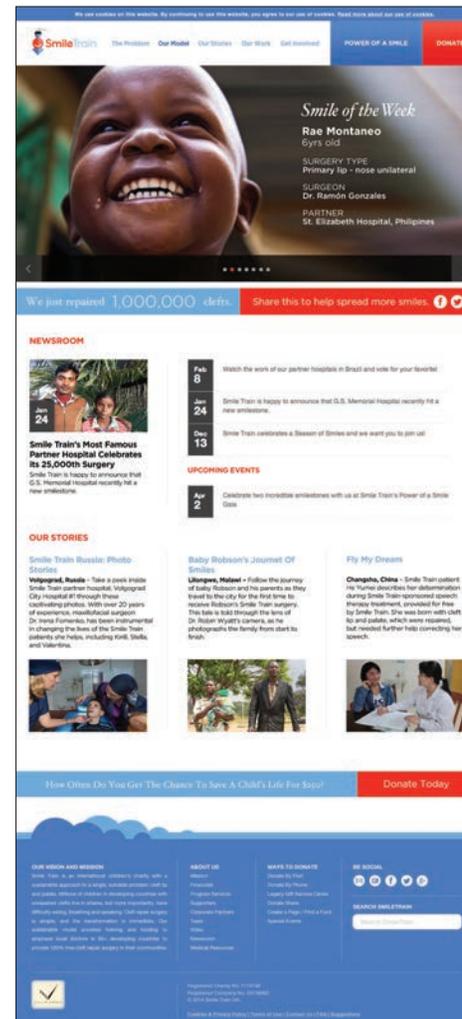
Website Refresh

Smiletrain.org hover state

Hover states of all the buttons and links.
Please refer to Button Style section on how
to create hover states.

Smiletrain.org hover state

Website Refresh

Smiletrain.org inside page

Example of an inside page.

Smiletrain.org inside page
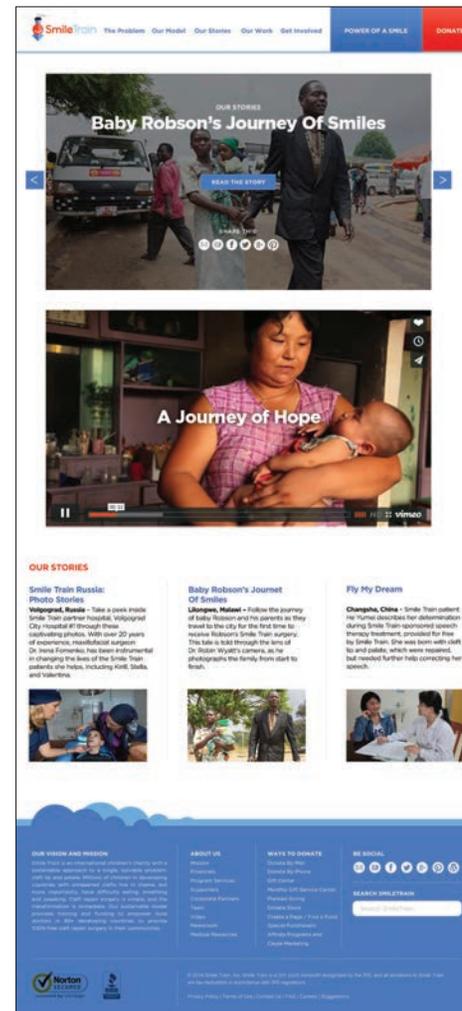
Web Typography

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
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
1 2 3 4 5 6 7 8 9 0

GOTHAM SSM BOOK

Use Gotham SSM Book 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
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
1 2 3 4 5 6 7 8 9 0

HOEFLER TEXT

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

Smiletrain.org home page (upper section)

Web Type Guidelines

Continued

Smiletrain.org home page (lower section)
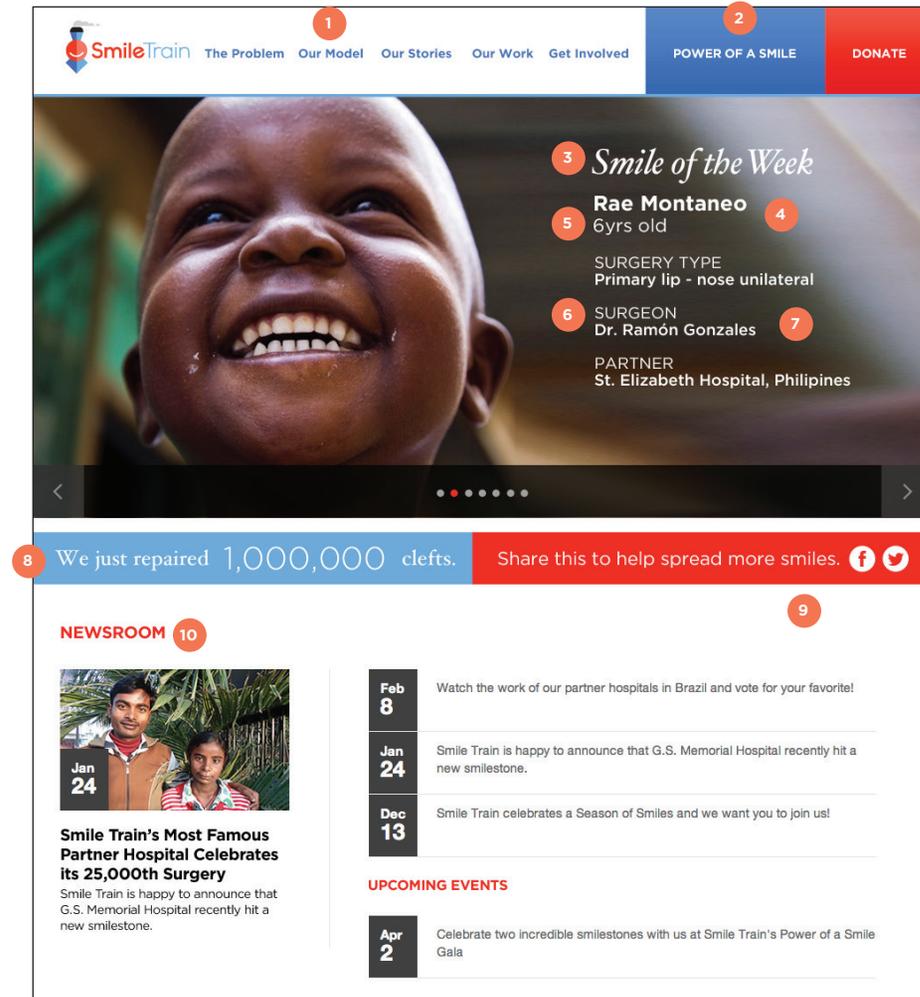
11. Article Title: Gotham SSM Bold 18px/#4b79bc
12. Body Copy: Gotham SSM Book 14px/#000
13. Footer Section Title: Gotham SSM Bold 12px/#fff
14. Footer Copy: Gotham SSM Book 11px/#fff
15. Legal Copy: Arial Regular 11px/#fff

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
21. Body Copy: Gotham SSM Book 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
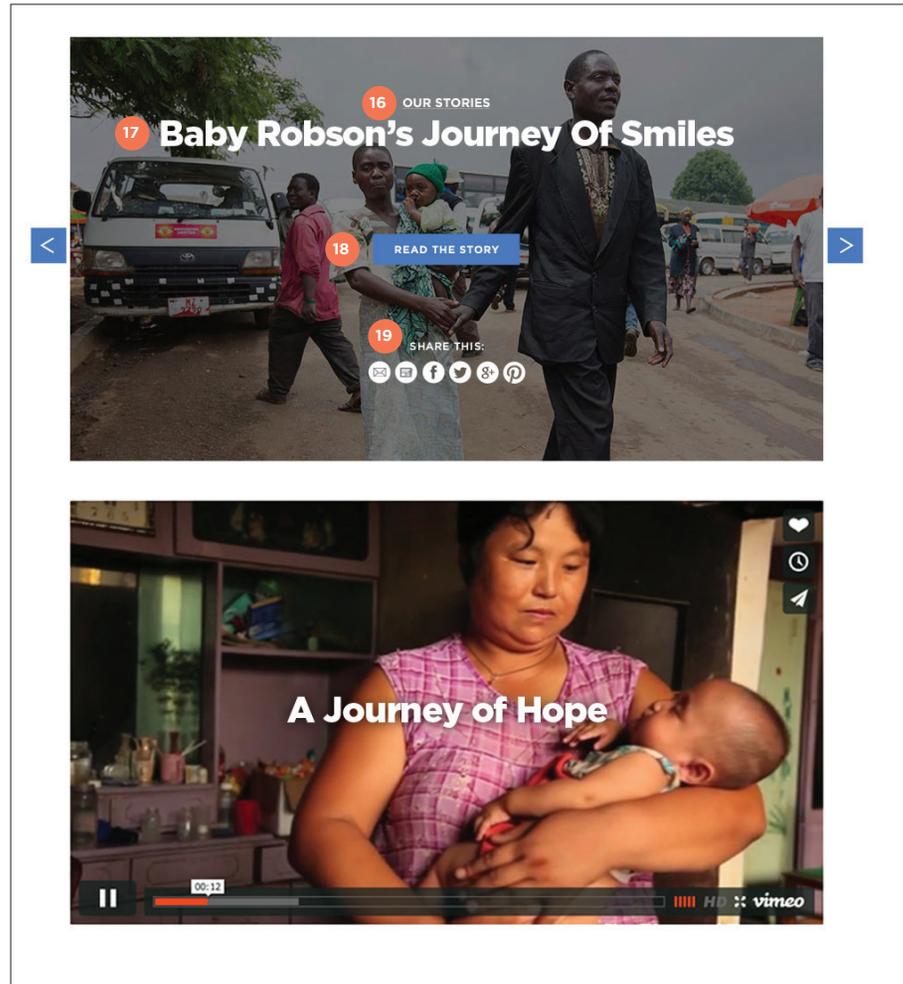
Web Type Guidelines

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.
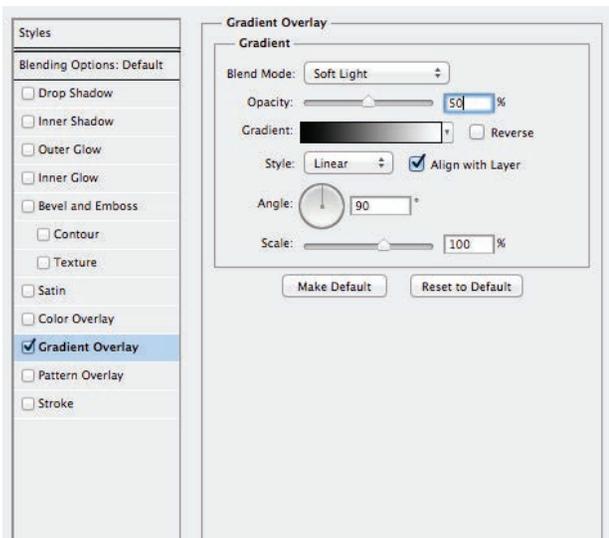
Smiletrain.org buttons and links

Navigation Menu

Our Model   **Our Model**

static   hover

Campaign Link

POWER OF A SMILE   POWER OF A SMILE

static   hover

Donate Button

DONATE   DONATE

static   hover

Donate Button 2

Add a Smile ➕

static

ead more smiles.

hover

Donate Button 3

DONATE TODAY

static

DONATE TODAY

hover

Footer links

Gift Center

static

Gift Center

hover

Social links

static   hover
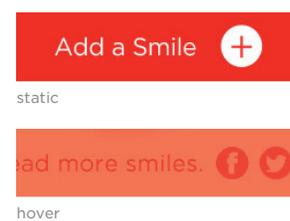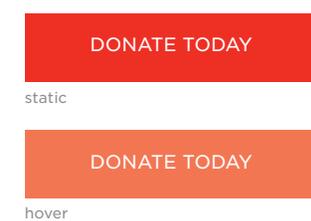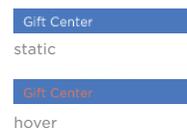
SOCIAL
MEDIA

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.

Preferred profile with tagline

Secondary profile

Social Media

Use of Train Icon Only or No Logo

- 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 Icon only or no logo usage

Social Media

Use of Primary Logo

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).

Examples of when Primary Logo should be included

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.

Facebook cover image
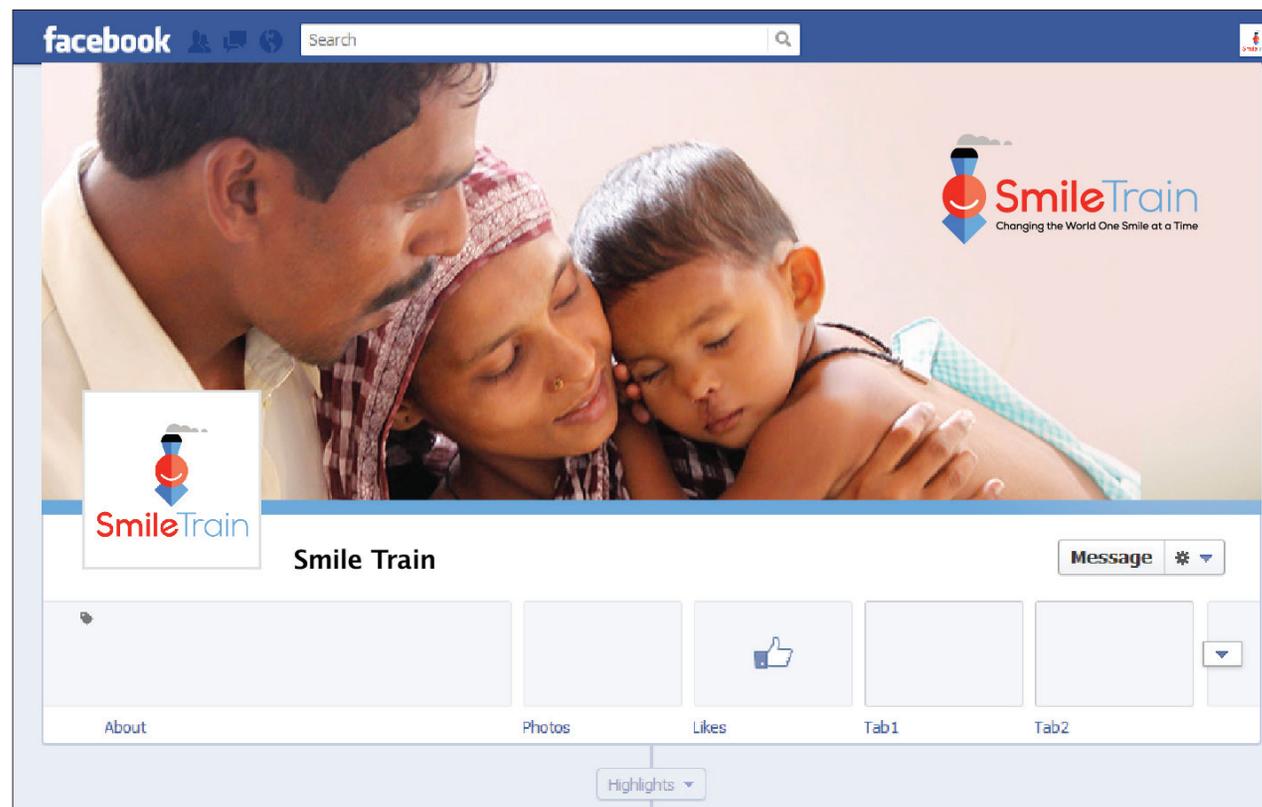
Social Media

Twitter

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).

Twitter hero image and profile
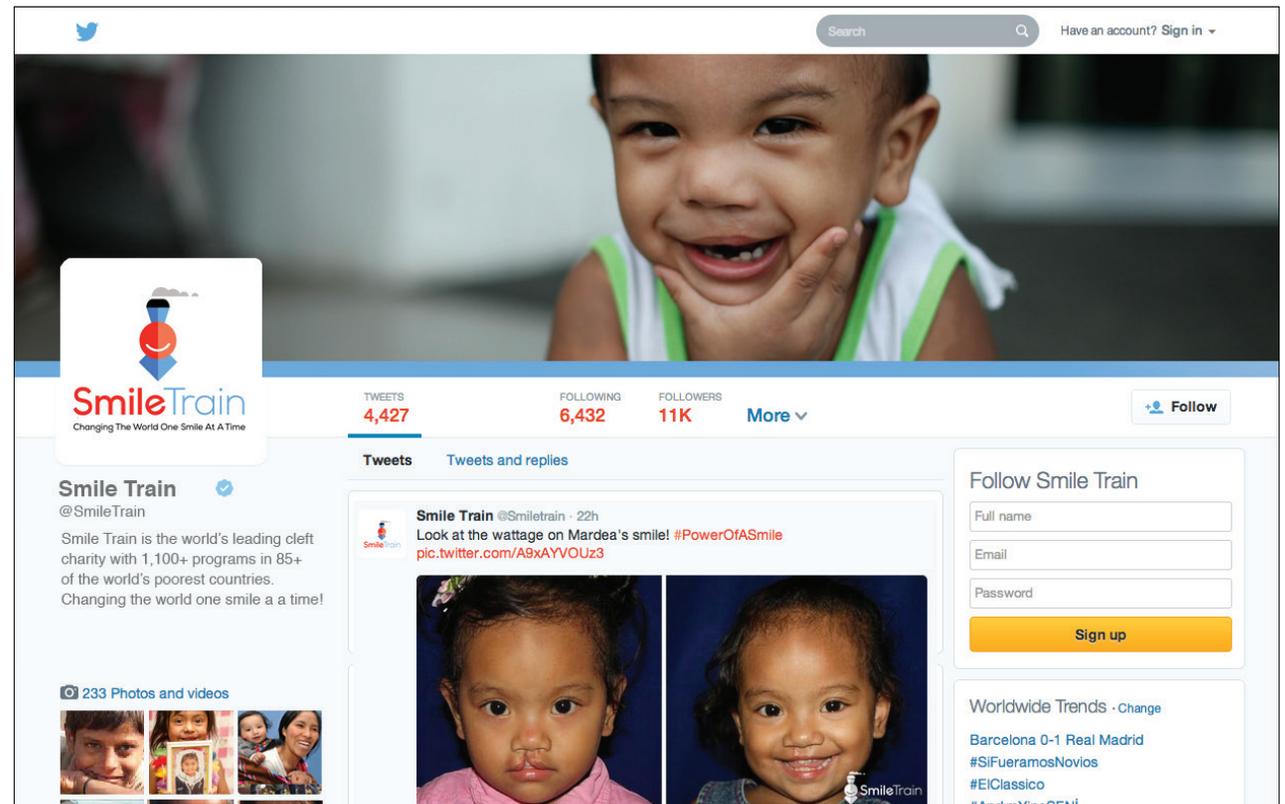
Social Media

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.

Google+ hero image
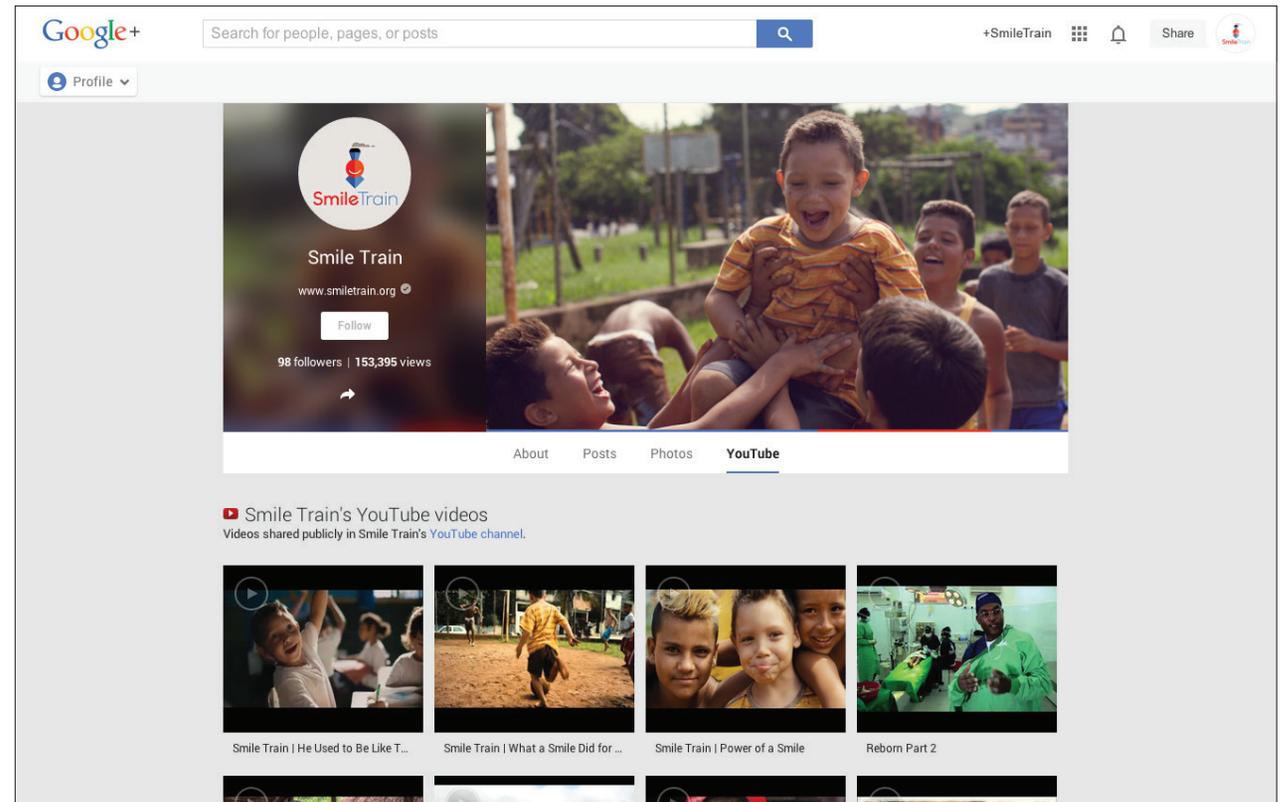
Social Media

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.

Smile Train's Pinterest page
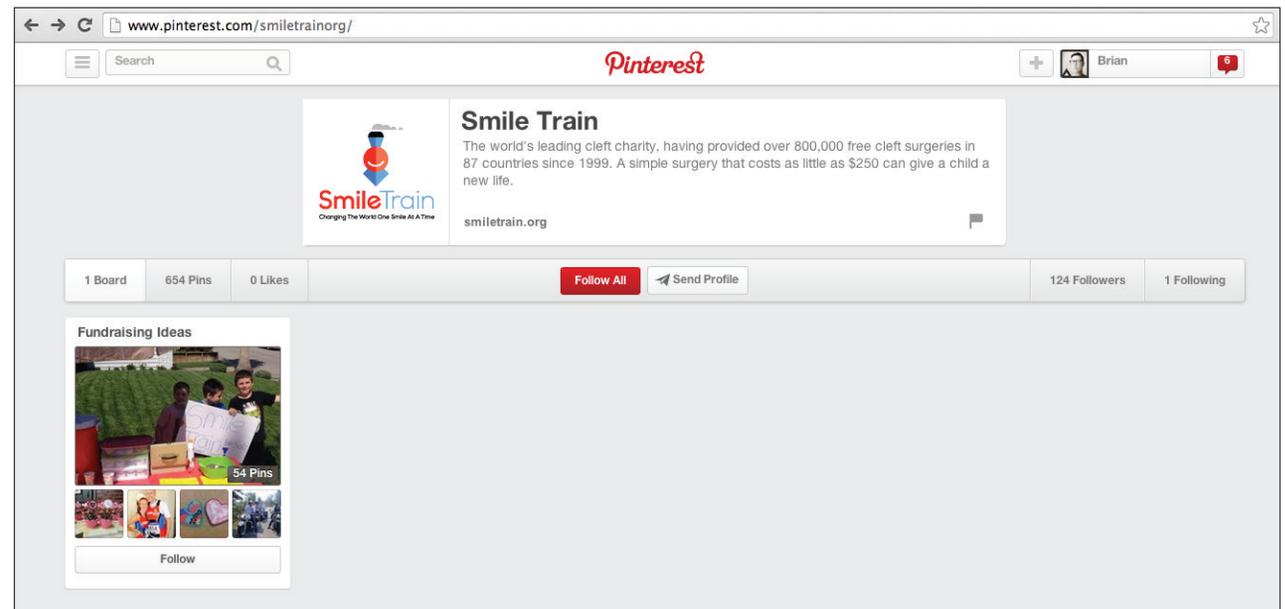
Social Media

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's YouTube page

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.

Smile Train's Vimeo page

USAGE

STATIONERY

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@smiltrain.org
smiletrain.org

Letterhead

Letterhead*

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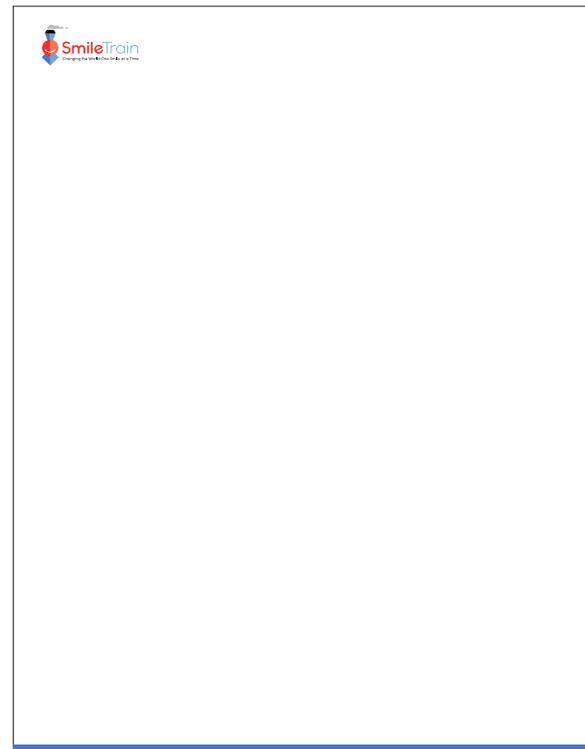
*This letterhead without the New York Times quote is the primary letterhead. The New York Times letterhead is only permitted to be used for direct mail and acknowledgements.

Word Template

Word Template First page

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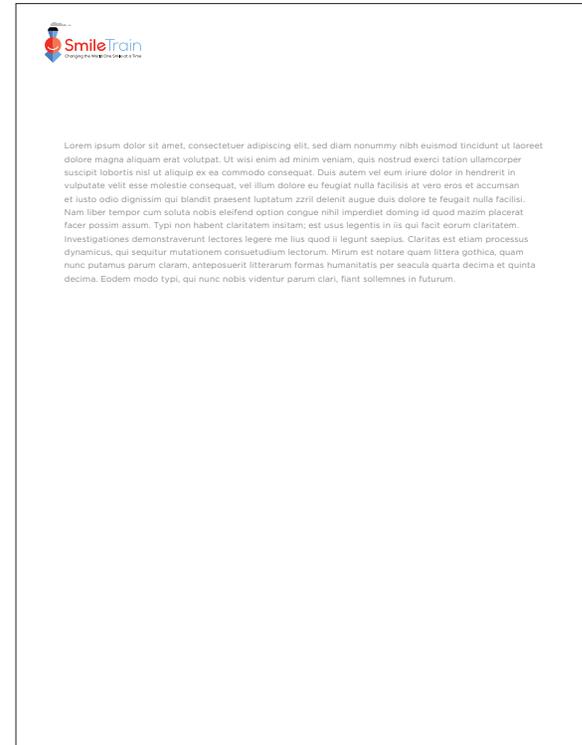
*Times New Roman should be used for all Word documents, email signatures, staff communications and correspondence, etc. for those who do not have the Hoefler font.

Envelopes #10

Front

Smile Train's logo and address placement is
.35" from the left and .25" from the top.
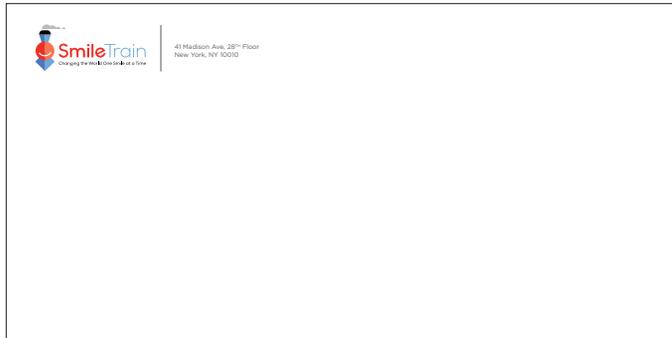
Back

Envelopes 9x6

Front

41 Madison Ave, 28TH Floor
New York, NY 10010
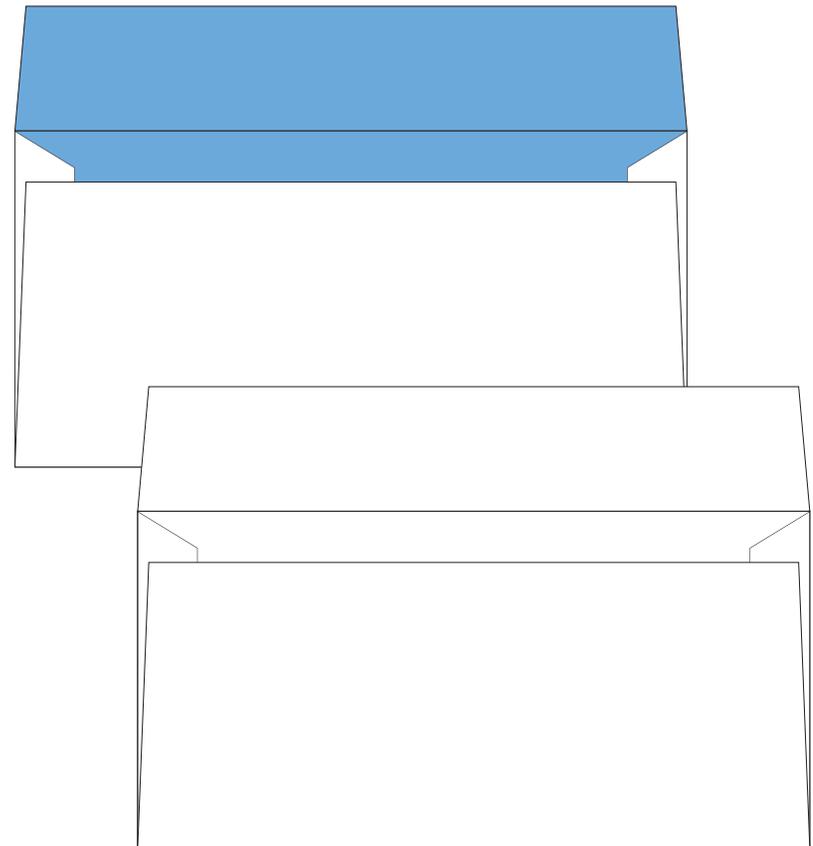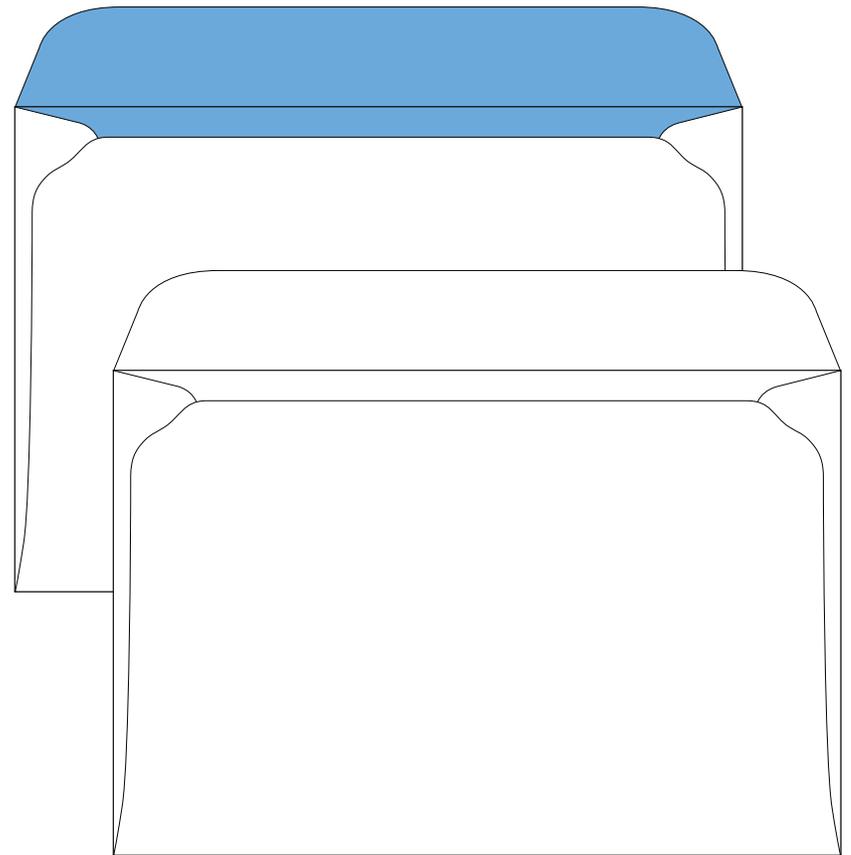
Back

Envelopes 12x9

Front
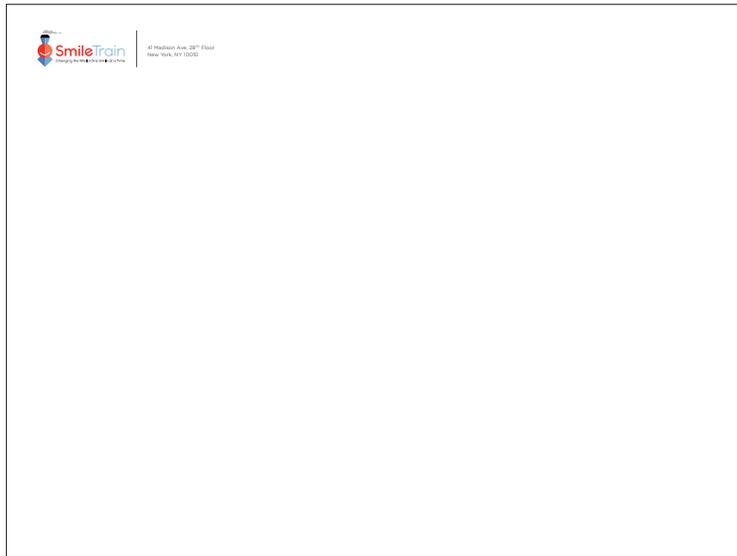
Back

Pocket Folders

Outside

41 Madison Ave, 28TH Floor
New York, NY 10010
212.689.9199
smiletrain.org
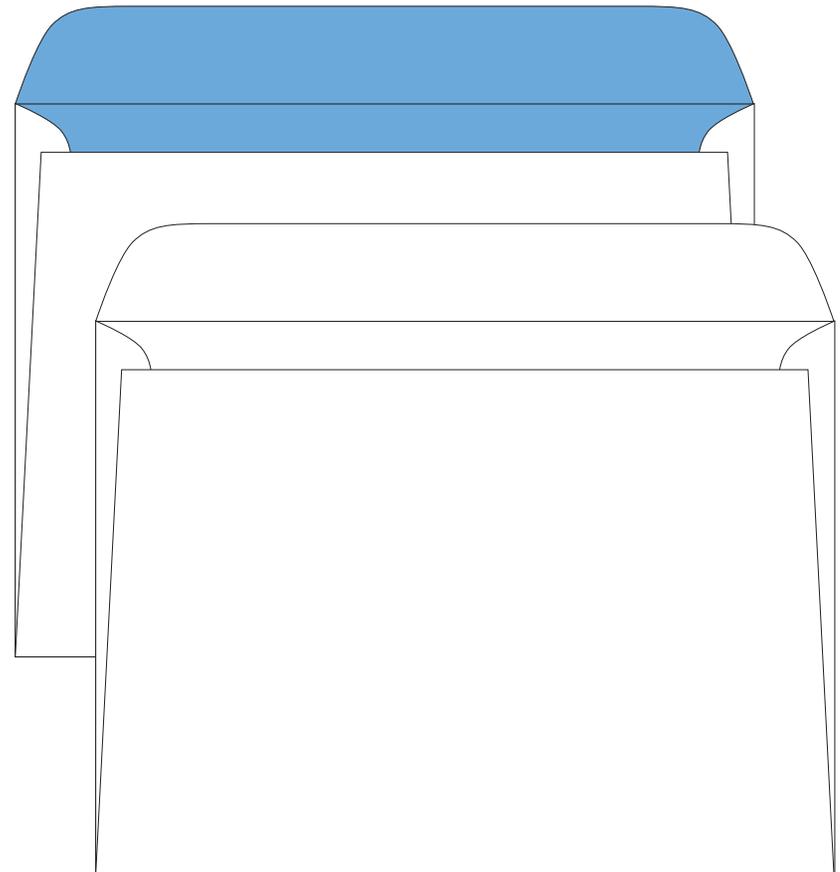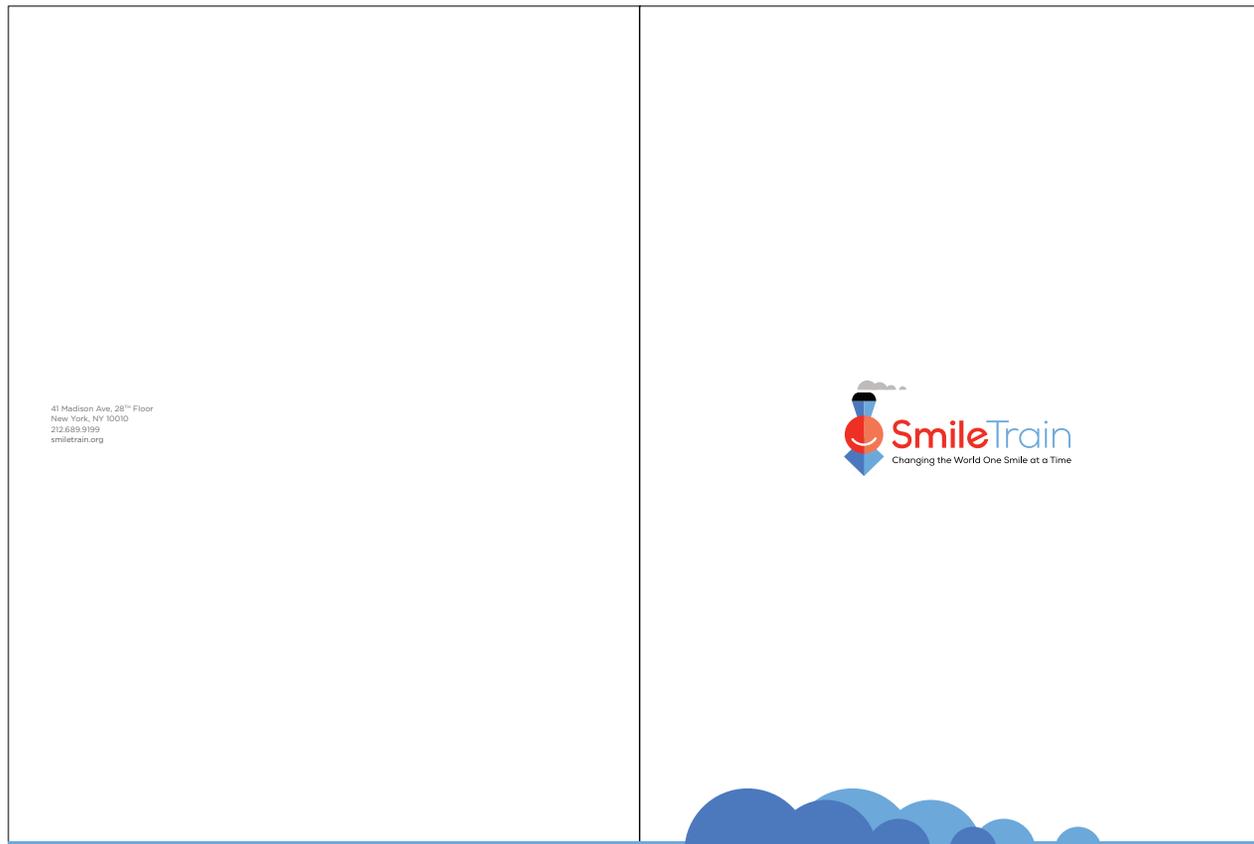
Pocket Folders

Inside

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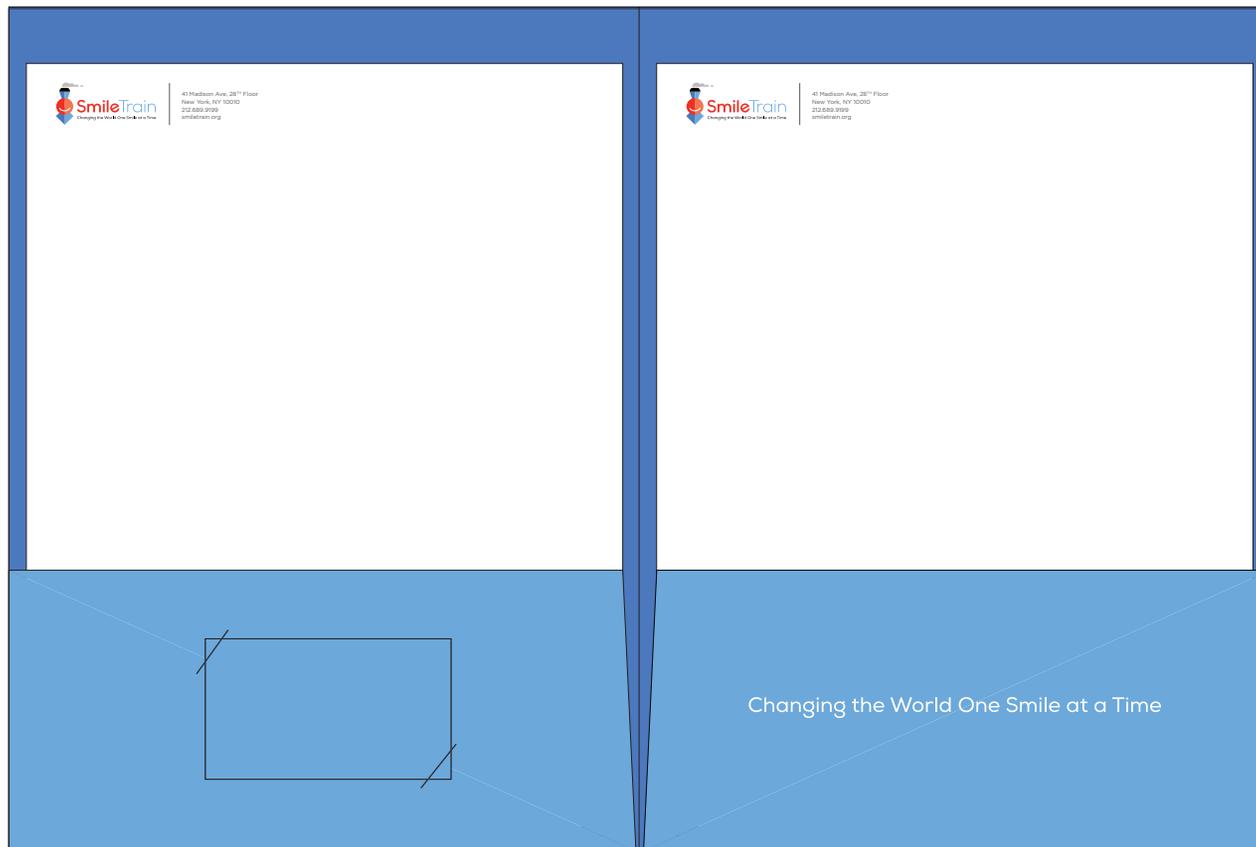
Note Cards 5x3

Note Card
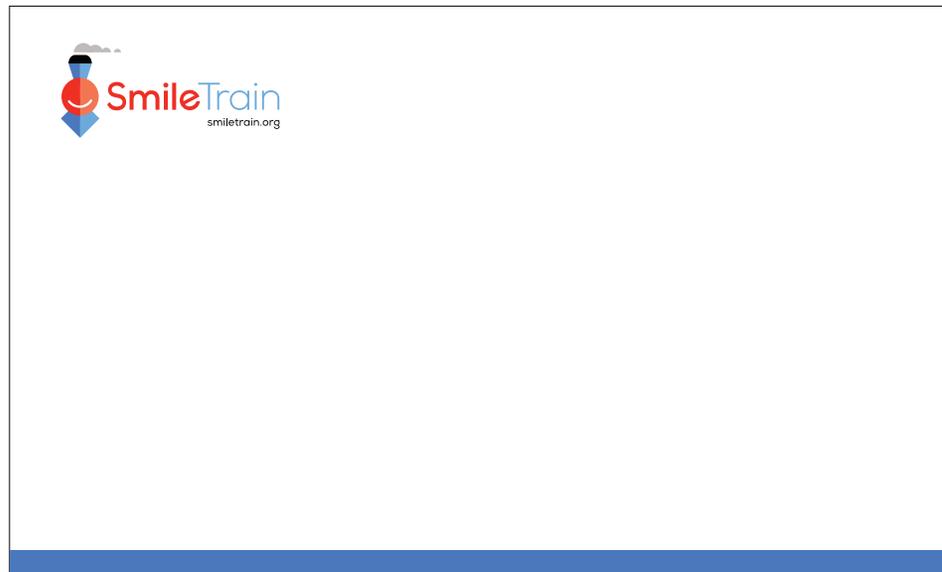
Address Labels 5x3.5

Address Label

41 Madison Avenue, 28TH Floor
New York, NY 10010
212.689.9199

POWERPOINT
TEMPLATES

Standard Template

Title page

Title Page

Standard Template

Divider pages

Primary divider page

Perspiciatis
Lorem Ipsum

Secondary divider page

Perspiciatis
Lorem Ipsum

Standard Template

Text/Image pages

Primary Text/Image pages

Secondary Text/Image pages

Perspiciatis

Perspiciatis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet pharetra risus. Vestibulum ultricies leo in lorem molestie hendrerit. Phasellus ultrices nisl sed dapibus elementum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec rhoncus, justo in vulputate mattis, risus nunc imperdiet lorem, quis sodales nibh nibh a urna. Vestibulum sed vestibulum odio. Nam ut purus at lorem dignissim auctor. Etiam blandit viverra gravida. Curabitur hendrerit eros magna, vel porttitor velit pellentesque ac.

Perspiciatis

Perspiciatis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet pharetra risus. Vestibulum ultricies leo in lorem molestie hendrerit. Phasellus ultrices nisl sed dapibus elementum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec rhoncus, justo in vulputate mattis, risus nunc imperdiet lorem, quis sodales nibh nibh a urna. Vestibulum sed vestibulum odio. Nam ut purus at lorem dignissim auctor. Etiam blandit viverra gravida. Curabitur hendrerit eros magna, vel porttitor velit pellentesque ac.

Standard Template

Chart pages

Primary Chart pages

Secondary Chart pages
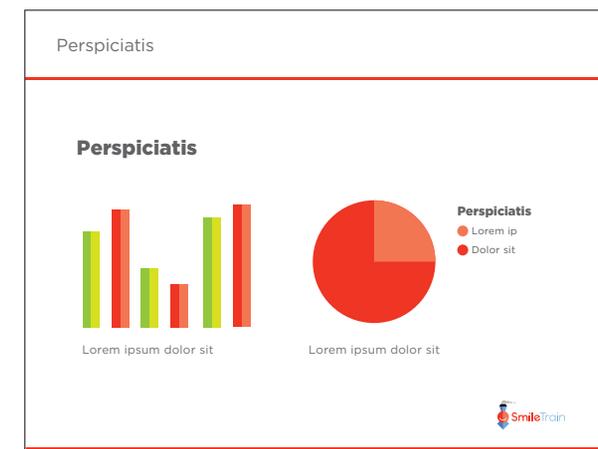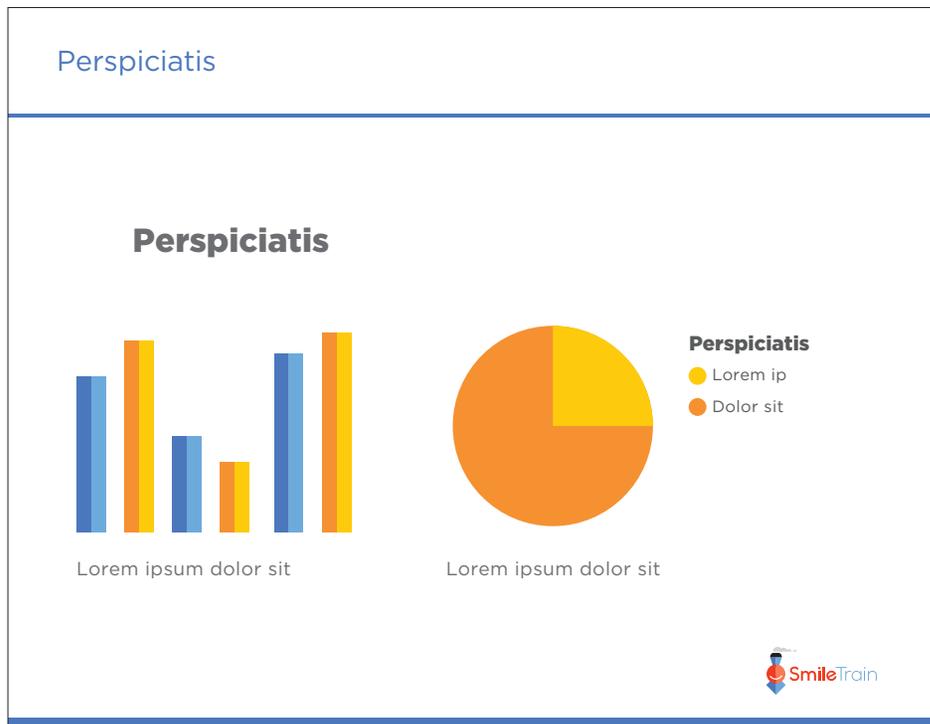
Standard Template

Full Image pages

Full image slide

Standard Template

Full Image with Text pages

Full image slide with text

TO PROVIDE A CHILD BORN WITH A CLEFT THE SAME OPPORTUNITIES IN LIFE AS A CHILD BORN WITHOUT A CLEFT

TO PROVIDE A CHILD BORN WITH A CLEFT THE SAME OPPORTUNITIES IN LIFE AS A CHILD BORN WITHOUT A CLEFT

COLLATERAL

T-Shirts

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

Front

Back

Front

Back

Hats

White and two-tone

White hats

Two-tone hats

Pins

Pin
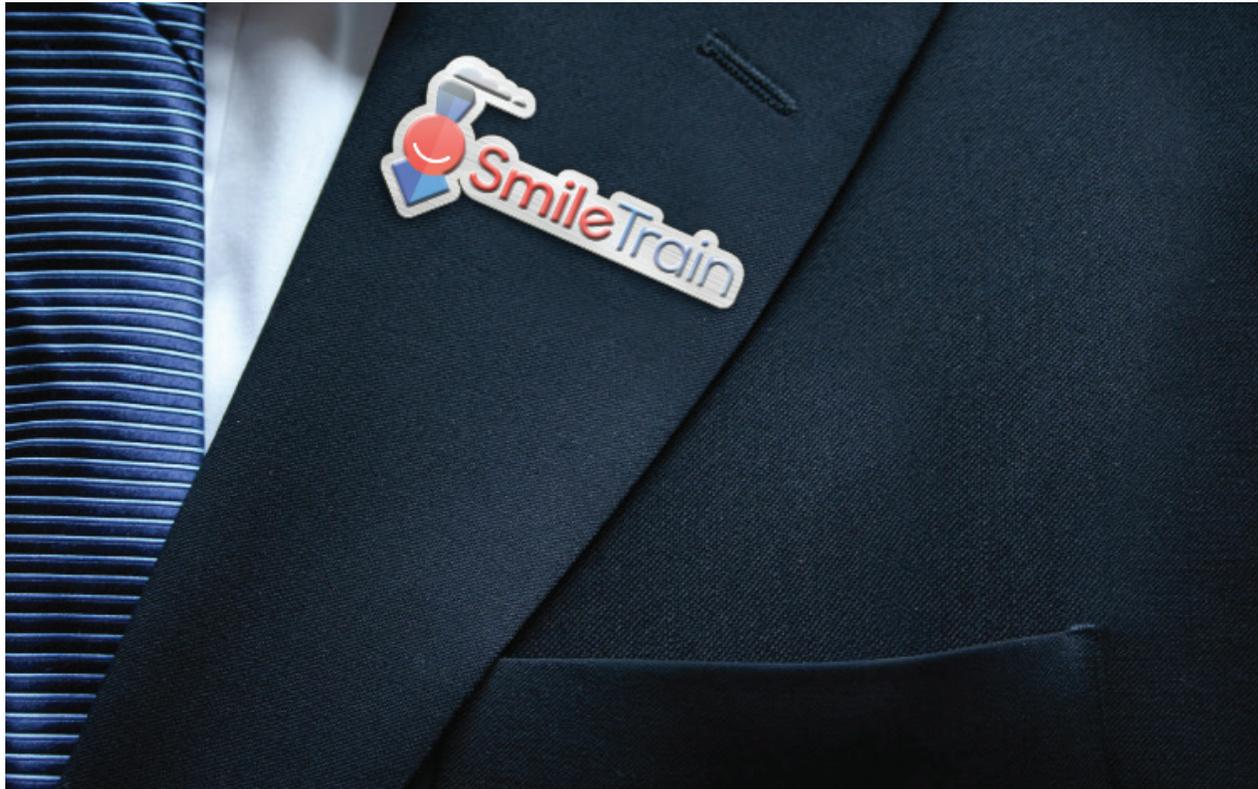
Buttons

Button
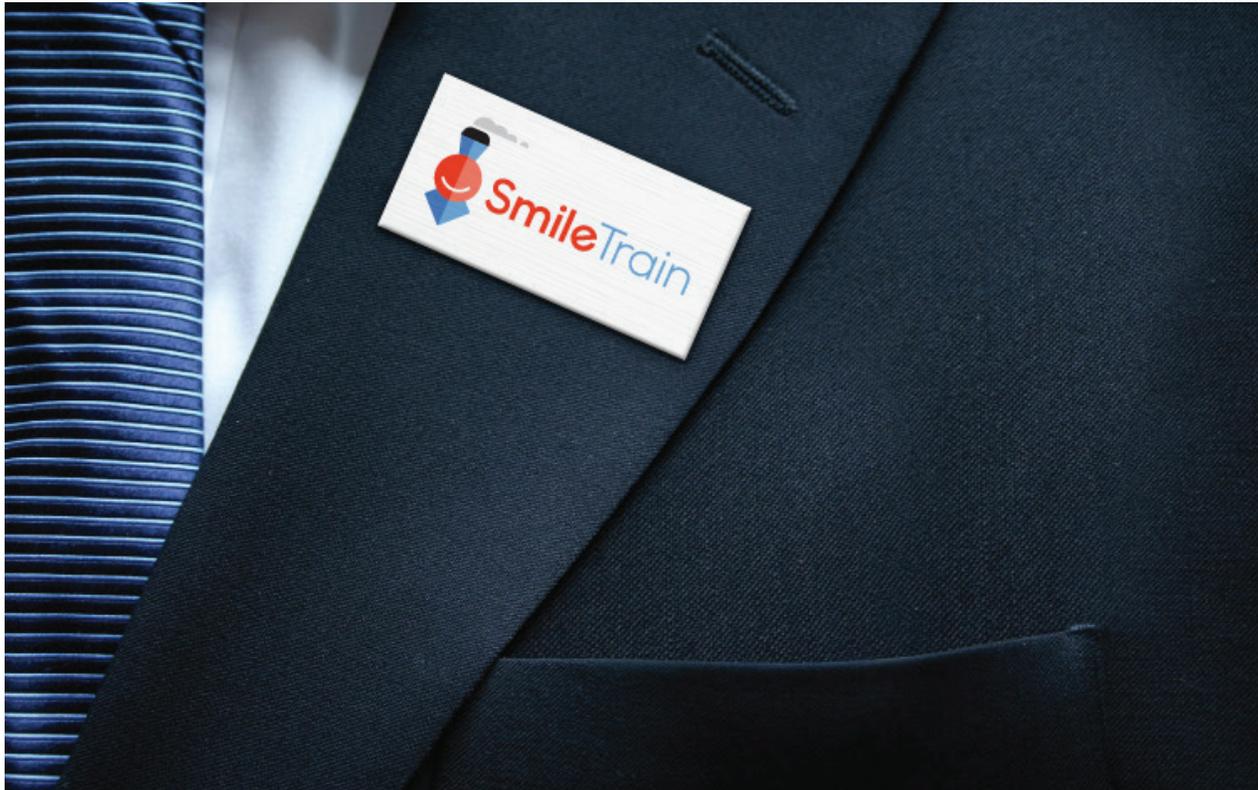
Bracelets

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

• Smile Train word: Smile: 13pt Times New
  Roman R238 G49 B36 Train: 13pt Times New
  Roman R109 G170 B220

• 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
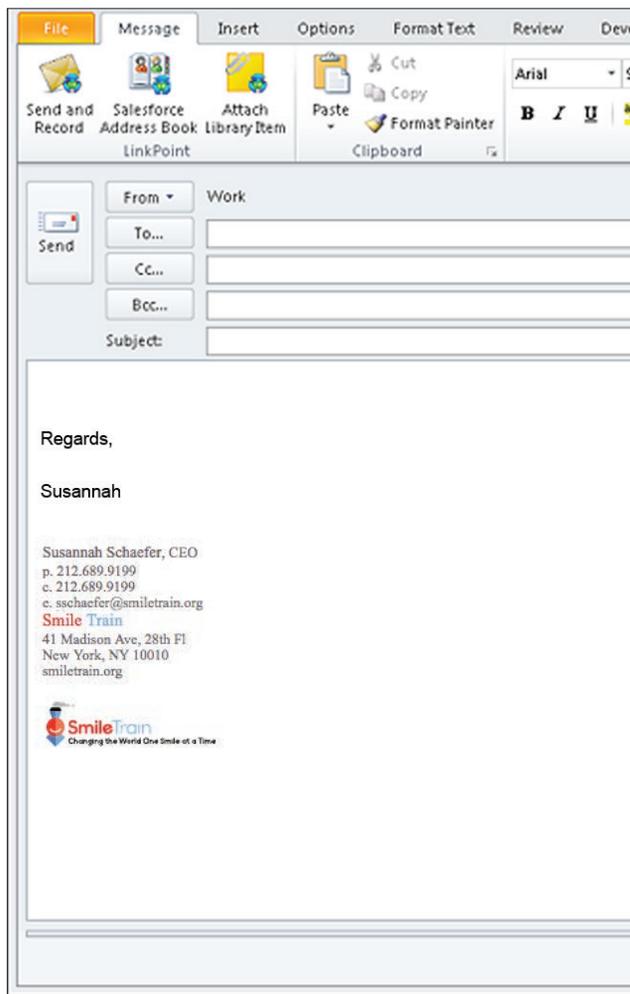
mobile email signature example:

Phillip Johnson
Smile Train, Creative Director
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.

Learn more line setup:
• 11pt Times New Roman Bold R98,G98,B101

Brochures

Cover

Cover

What is Life
Without a Smile?
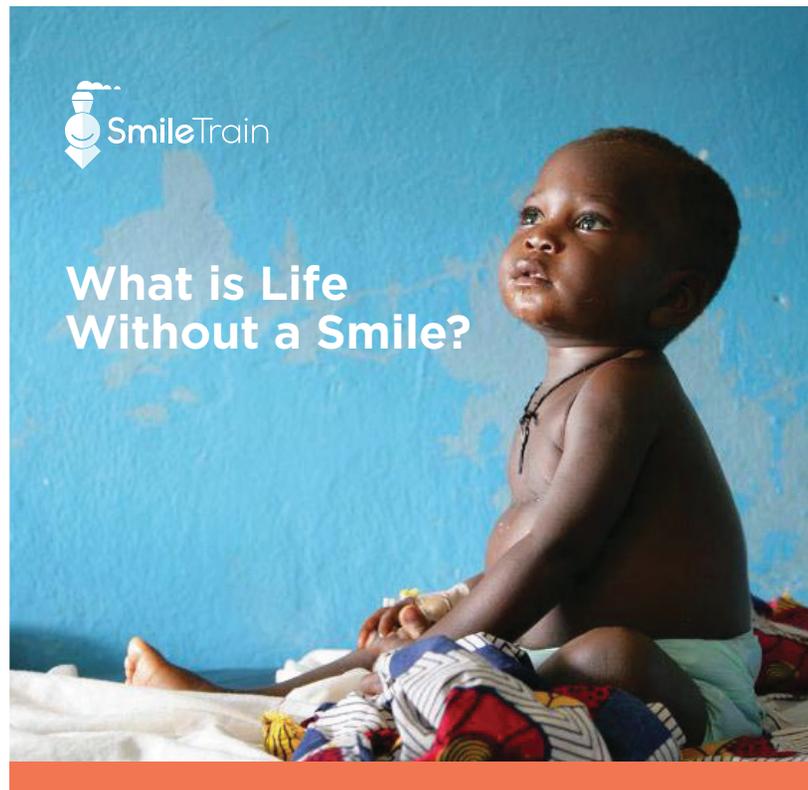
Brochures

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

Posters

Fundraising Event Poster example

HTML Email

Email example
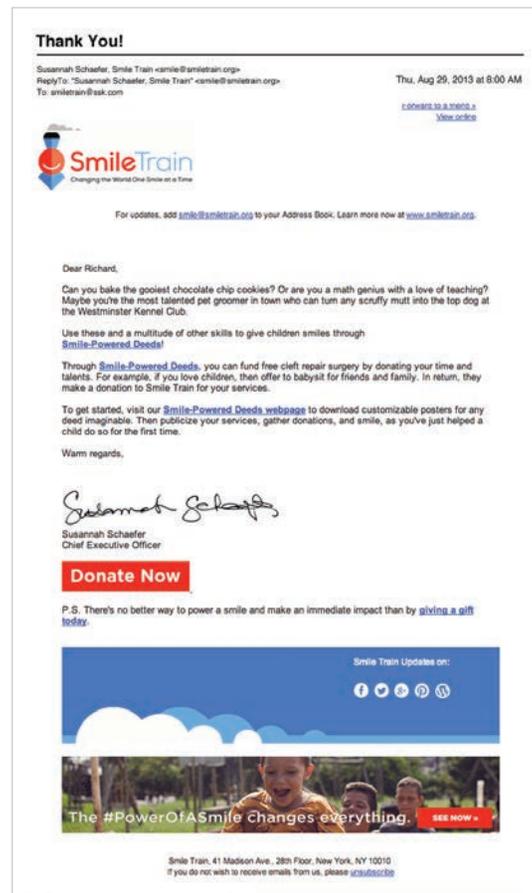
Step and Repeat

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 unrepaired 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.

SmileTrain
41 Madison Avenue, 28th Floor
New York, NY 10010
smiletrain.org
info@smiletrain.org

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

Annual Report

Cover

Cover example
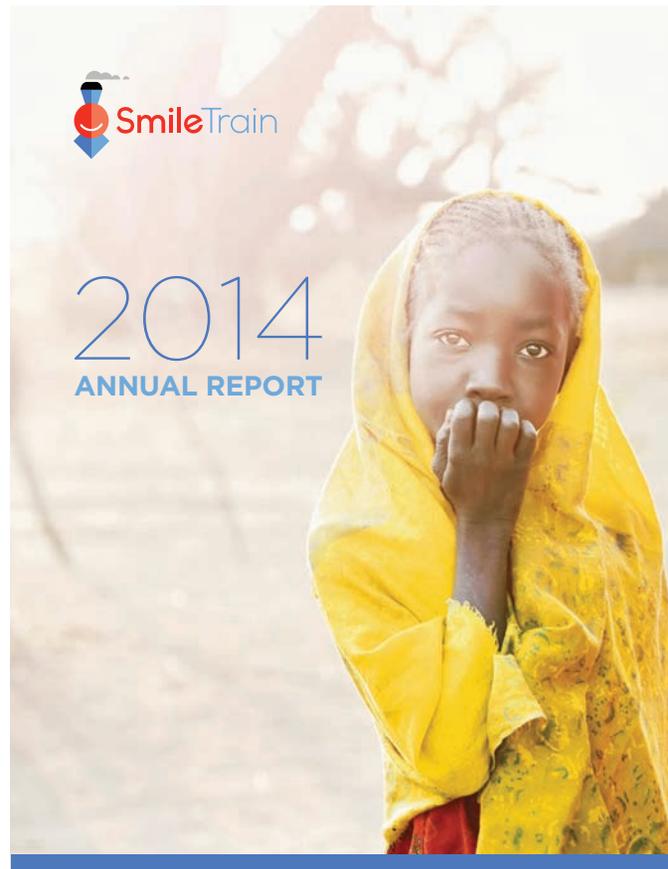
Annual Report

Inside Spreads

Inside spread example

Lorem Ipsum

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

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EMPLOYEE
COLLATERAL

Desktop Pattern

Desktop pattern

Screensaver

Cycling images
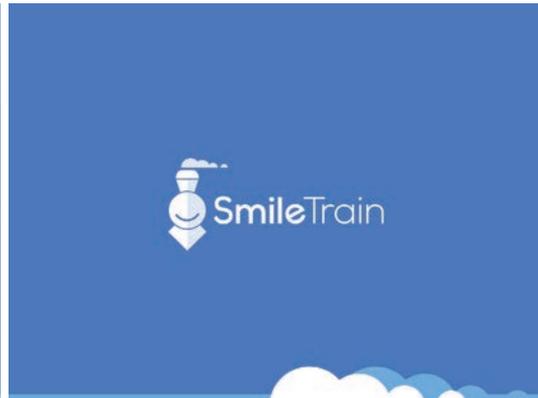
Pens

Blue and Red

Mugs

Red

Blue

White

Notepads

Blue
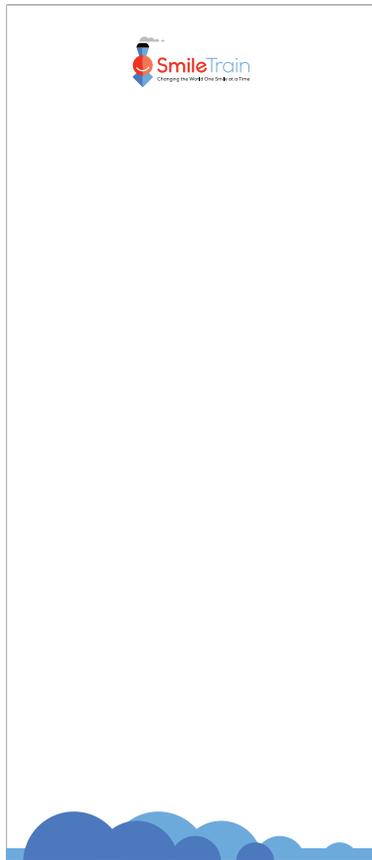
Red

Post-Its

Blue
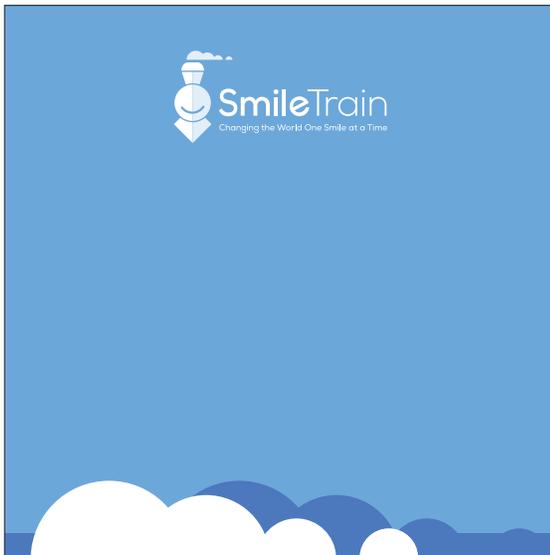
Red
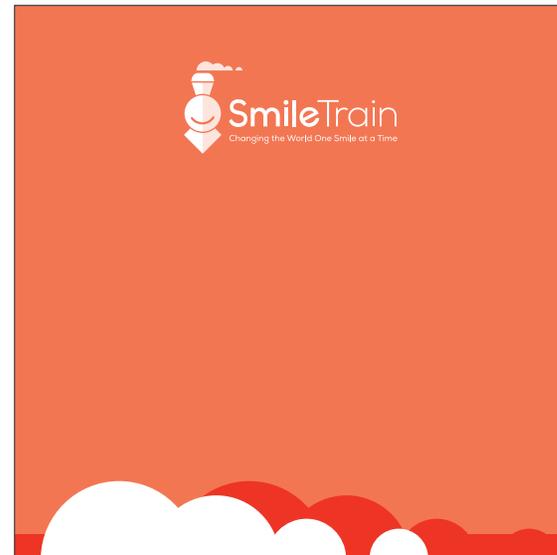
USB Drives

Blue

White

Stickers

Stickers

Contact Information

QUESTIONS OR CONCERNS?

We're here to help.

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