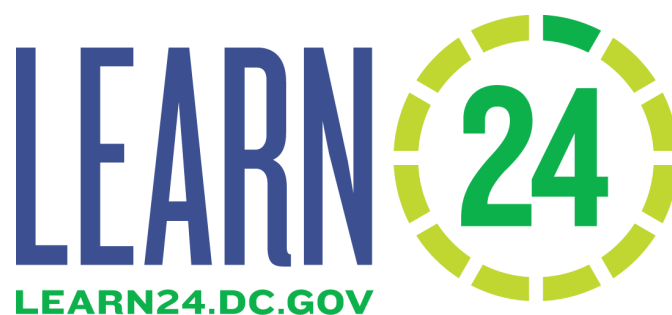


Learn24 External Branding Guidelines

Published: June 2019





Learn24 is a network of before—and after—school and summer programs, also called out-of-school time (OST) programs, launched by Mayor Bowser in 2017 to ensure that youth in Washington, DC have access to quality educational and enrichment activities beyond the school day. The Learn24 network includes the Office of Out of School Time Grants and Youth Outcomes (OST Office) located in the Office of the Deputy Mayor for Education, The Commission on Out of School Time Grants and Youth Outcomes, the Institute for Youth Development located at the University of the District of Columbia Community College, United Way of the National Capital Area, non-profit organizations that serve District of Columbia youth, Government agencies and the youth development professionals that work to provide youth with a quality learning experience in an out-of-school time (OST) setting.

Ambassadors of the Brand

Organizations that receive funding through the OST Office, network members, partners and stakeholders play a major role as ambassadors, in helping all District of Columbia youth and families access meaningful educational and enrichment activities across the city. These stakeholders serve as the ambassadors and leaders for Learn24. It is the responsibility of all ambassadors to promote the importance of learning, growing, and playing in a safe environment outside the school day. The Learn24 network is proud to have such committed partners and individuals working to enhance the lives of youth in the Nation's Capital.

The following guidelines were created to provide clarity to the network on the use of the Learn24 brand.

Learn24 Grantees

Organizations (Grantees) that receive funding from Learn24 may place the Learn24 logo on the program page of the organization's website and/or acknowledge that the program receives support from Learn24.

Grantees may use the logo on program materials during the grant period such as:

- Program page of organization's website
- Program recruitment flyers and posters
- Registration packets
- Programs booklets or final showcase

The Learn24 logo shall not to be used on the following:

- Fundraising materials
- Physical structures for capital improvements
- Political agendas or materials
- Clothing (i.e. t-shirts, hats, bags, etc.)

Network Members

All partners and network members should seek approval to use the logo on items such as:

- Websites
- Event materials
- Printed materials

Grantees and members may seek approval to use the logo by sending the draft document or proof by email to Learn24@dc.gov.



The Official Learn24 Logo

Primary Logo should be displayed in full color on a white or transparent background.



Secondary Logo is to be used in instances where technical limitations prohibit accurate reproduction of the primary logo.



Logo use and limitations

- There is no space between Learn and 24. The brand should always be printed Learn24.
- Ensure the logo proportions remain intact and are not distorted in any way. Do not stretch logos horizontally or vertically. Scale each logo proportionally ONLY, i.e., with height and width percentages of the original logo size being equal (e.g., 90% width and 90% height).
- The logo colors should remain. Do not use different colors, shades or percentage screens of the colors.
- The Learn24 logo should be 0.5" x 1.11" or larger in print form.
- The logo should be 100px x 135px or larger in web form.

For any further questions or concerns, email Learn24@dc.gov.