2016 **STYLE**GUIDE

base 11

BEST PRACTICES AND STANDARDS FOR THE CREATION OF CONTENT FOR BASE 11

TABLE OF CONTENTS

INTRODUCTION

These guidelines have been created in an effort to guide the effective and efficient design and development of marketing and social media content. Our goal is to help identify the key characteristics and components to establish the vision for a consistent voice and brand identity of Base 11's social content across social mediums and platforms.

USE OF GUIDELINES

These guidelines should be used as a style guide for the design and development of creative assets and content to be used on social platforms. The marketing teams, agency, content developers, and designers will use these guidelines as their framework and approach for all content developed for social media.

Each project should begin with grounding in the Brand Messaging section, followed by a review of the Creative Standards that applies to the Base 11 brand as a whole.
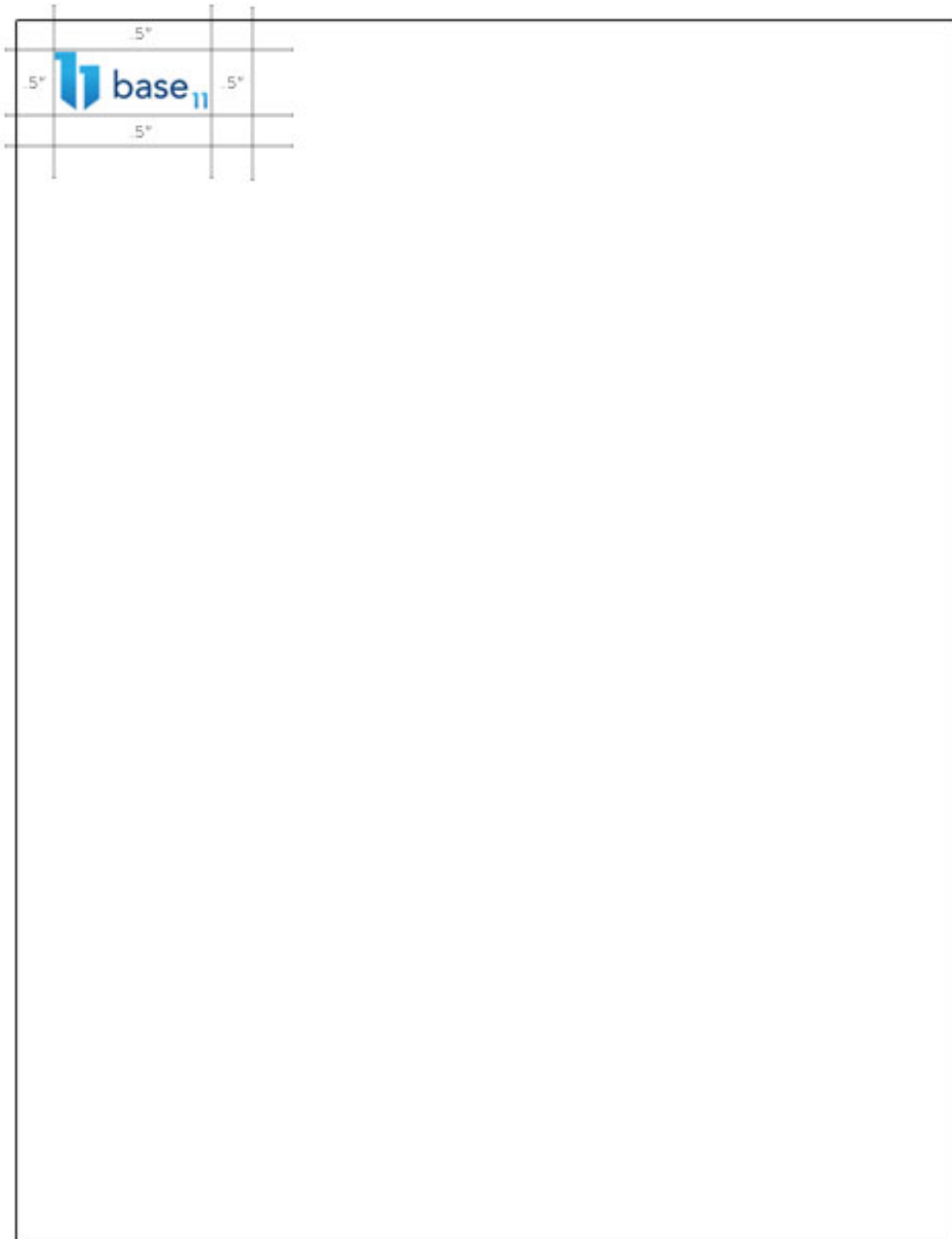
LOGO USAGE

Our logo is the touchstone for our brand and must be used properly.

The preferred way to use the Base 11 logo is on a white background. If needed, a white knockout can be used.

knockout

LOGO USAGE | letterhead

.5"

.5" **base**₁₁ .5"

.5"

When using the logo on legal documents, letterhead and digital or printed documents, the logo should be placed on the upper left hand portion, giving .5" of room around the entire logo.

INCORRECT LOGO USAGE
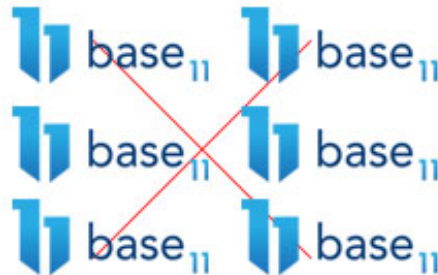
Do Not:

1. Warp logo

2. Change logo color

3. Place logo over busy background

4. Use logo without image

5. Add extraneous effects on the logo including, but not limited to: dropshadow, innershadow, bevel emboss, and inner glow

6. Use logo as repeated pattern

TYPEFACE

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Times regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Times Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

The typeface is a key element to the design and style of Base 11. The primary font is Avenir. Avenir is strong yet not overbearing. Mixing weight for assets and headlines is OK. Use all CAPS when conveying a bold idea, but use sentence case for body copy.

Our secondary type is Times, which has a more corporate, sophisticated feel, so use sparingly.

COLOR PALETTE

Print Colors:
RGB | 39/169/225
CMYK | 70/15/0/0

Web Colors:
HEX # 27A9E1

Print Colors:
RGB | 0/52/113
CMYK | 100/88/29/16

Web Colors:
HEX # 003471

Print Colors:
RGB | 27/117/187
CMYK | 85/50/0/0

Web Colors:
HEX # 1B75BB

Print Colors:
RGB | 102/103/102
CMYK | 60/51/51/20

Web Colors:
HEX # 666766

Print Colors:
RGB | 35/141/205
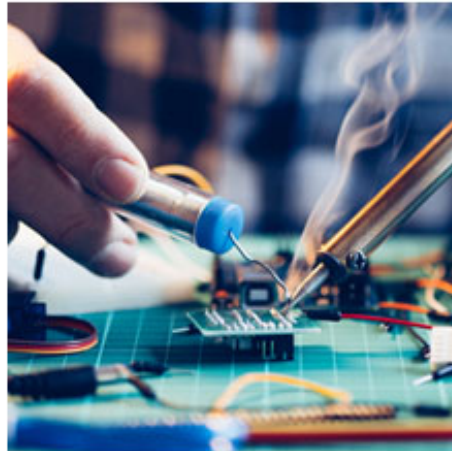CMYK | 77/34/0/0

Web Colors:
HEX # 238dcd

Print Colors:
RGB | 63/64/63
CMYK | 68/60/61/47

Web Colors:
HEX # 3f403f

Our colors are what give us our personality and identity.

The blues are to be used when designing graphics and illustrating. The darker hues are for type and accents.

PHOTOGRAPHY

All photographic content will have a strong central focus, be consistent with the brand, and use these elements:
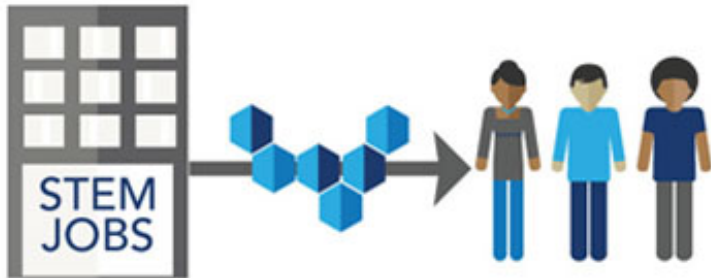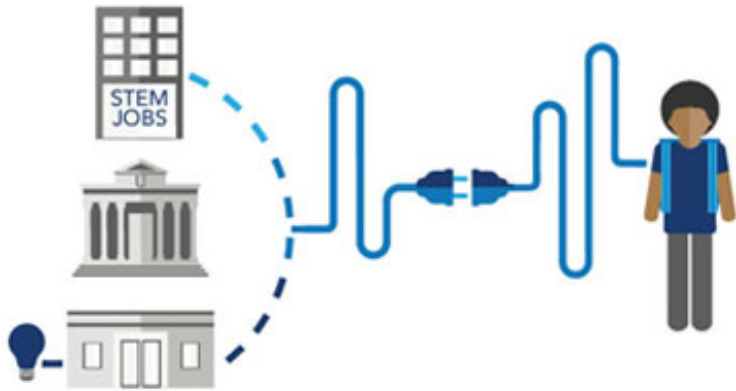
Strong lighting

Natural lighting or casual studio lighting

Multicultural students

Clear, focused images

ILLUSTRATION

Illustrative style is imperative to the Base 11 brand recognition and should consist of these key elements:

Vector based

Simple, clean elements

Straight-on perspective to cut down on complexity

Illustrative playfulness that is approachable and inviting

SOCIAL BRAND VOICE

The Base 11 brand voice and tone need to be:

- Empowering, positive, encouraging

- Intelligent, informed, educated

- Optimistic without being too flowery

- Scientific without being too dry

- Confident without being cocky

- Educational without being condescending

- Informative without being pushy/grim

- Youthful without being immature

- Hip without being "hipster"

SOCIAL BRAND VOICE

• Base 11 is a visionary, STEM-based workforce development and entrepreneur development company, dedicated to empowering high-potential, low resource students to become the STEM workforce and entrepreneurs of the 21st century.

• Base 11's voice is a beacon of hope, information, and resources for students ready to take their dream to the next level and become a part of the Base 11 Victory Circle.

• Base 11 brings a Caltech/USC/UCI experience to high-potential, low-resource students, empowering them with a new dream of becoming the STEM workforce of the 21st century.

• Base 11 brings opportunities, knowledge, and motivation to driven students, while guiding them toward careers in STEM and shining a light on how to realize a new dream and change one's circumstances toward the positive.

• With the right training, programs, and mentorships, careers that students wouldn't have had access to or the confidence to pursue are now available.

• Our voice shows them the "how" and the "what" to attain Victory Circle status, and echoes a pathway toward greater opportunity.

SOCIAL BRAND VOICE

What is the mission of Base 11?

To build a sustainable middle class in America by recruiting, training, and placing high-potential, low resource students on a direct pathway to become the STEM workforce and entrepreneurs of the 21st century.

What do we talk about?

We talk about STEM jobs and education. We share stories of entrepreneurs who have built something out of nothing: thought leaders, businessmen, celebrities who are involved in STEM (this could be an athlete, or even Ashton Kutcher who is a celeb interested in developing space travel, etc.). We talk about Base 11 students' personal stories and aspirations. We also share interesting innovations and development in STEM-related fields, as well as fascinating facts, history, and helpful tools for the budding entrepreneur.

What can our community expect when they interact with us?

Our community will feel supported and encouraged. Informed and motivated. Information and resources are available to them as well as access to answers about how to pursue the path of STEM, with the right life, career, and inspirational tools under their belt.

What are we going to bring to the conversation?

* Insight and understanding
* In-depth knowledge, mentors, and helpful life/career tools
* Real-world experience, inspiration, and assistance