

Content Style Guide For:

THE CHILDREN'S GUILD ALLIANCE

This is a living document—always be sure to use the most current version.
File name will include the date in 6-digit format (ex. 062119 is June 21, 2019).



Date: December, 2020

Our parent brand is The Children's Guild Alliance (Powered by Transformation Education). This represents the main entity we identify as. The philosophy of The Children's Guild Alliance is Transformation Education.

OUR EXTERNAL RESOURCE

- AP Stylebook (see Communications for most current stylebook)
 - All press releases must be in full AP style
 - All other writing must be in AP style, but include the following exceptions

EXCEPTIONS TO AP STYLEBOOK

- **Commas:** serial (aka Oxford) commas must be used
 - Example: the dog, the cat, and the mouse **NOT** the dog, the cat and the mouse
- **Elipses and em dashes:** no space before and after this punctuation. Use em dashes, not double hyphens.
 - Examples: today—always or today...always **NOT** today — always or today ... always
- **Periods in abbreviations:** in letters and communications, use the periods between letters, however, in printed/designed publications and graphics, do not use
 - Examples (publications and graphics): Washington, DC **NOT** Washington, D.C. or USA **NOT** U.S.A.
- Phone numbers should be in the following format: xxx.xxx.xxxx **NOT** xxx-xxx-xxxx or (xxx) xxx-xxxx

GENERAL WRITING BEST PRACTICES

- All should be written in third person voice and point of view.
 - Example: The Children's Guild has... **NOT** We have...
- Present tense should be used for an active voice.
 - Example: The Children's Guild has... **NOT** The Children's Guild had...
- Write simply, directly and accurately.
- Focus on the needs of the audience and anticipate how it will receive the information.
- Establish a logical order.
- Avoid long sentences and long paragraphs; vary sentence and paragraph length.
- Use active voice whenever possible.
- Use adjectives and adverbs sparingly.
- Use appropriate nouns and verbs.
- Avoid overuse of the verb to be.
- Use headlines, summaries and bullet points.
- Avoid jargon.
- Be consistent.
- Use relevant analogies and comparisons, appropriate for an education-based organization.

INTERNAL JARGON, WORD CHOICES, AND ACRONYMS

- Internally, programs may be referred to as acronyms, however, all public-facing writing must spell out with full, proper names.
 - Example: TCGDC (internal) **vs.** The Children’s Guild DC Public Charter School (external)

TERM	PROGRAM IT REFERS TO OR WRITING GUIDELINE
TCGA or The Guild	The Children’s Guild Alliance
TCG	The Children’s Guild
TCGDC	The Children’s Guild DC Public Charter School
MAA	Monarch Academy Annapolis
MABC	Monarch Academy Baltimore City
MAGB	Monarch Academy Glen Burnie
Global	Monarch Global Academy Laurel
Chillum or TCGPG	The Children’s Guild School of Prince George’s County
Brooklyn or TCG Baltimore	The Children’s Guild School of Baltimore
TFC	Treatment Foster Care
TranZed	Transformation Education
UDO	No longer in use – this is now the Transformation Education Institute
TAWS	TranZed Academy for Working Students

MPCP	Monarch Preschool College Park
project-based learning	All lower case, hyphenated
boys and girls	We <i>must not</i> be gender exclusive when referring to children. Always use ‘children’ or ‘kids’ (depending on formality of the audience), rather than ‘boys and girls.’

VOICE, STYLE AND TONE

Our brand voice is professional and active. It is written in the third person point of view.

CONTENT TYPES & STANDARDS

- Press Release
 - Should always be in pure AP style
- Publications—digital and/or printed
 - Examples: annual report, Transformation, brochures
 - AP style with internal exceptions
- Websites
 - AP style with internal exceptions
- Social Media
 - AP style with internal exceptions
 - Professional but not overly formal

IMAGERY

- Types of images in our content:
 - Photos should be diverse, but not stereotyped, and positive in connotation
 - Use actual Guild Alliance photos before stock photos (only use stock when appropriate Guild Alliance photos are not available and cannot be created in a timely manner)
- Content Image Sizes
 - Images for web must be at least 72ppi at full size
 - Images for print must be at least 300ppi at full size
 - When printing logos (or other vector-based art), the original eps file is the preferred format
 - Images MUST be scaled proportionately—do not stretch or squash art

DESIGN ELEMENTS

Primary Color Palette



PMS 2728C
Web: 0047BB
RGB: 0/71/187
CMYK: 93/78/0/0



PMS 152C
Web: F47721
RGB: 244/119/33
CMYK: 0/66/100/0

Secondary Color Palette



PMS 254C
Web: 953192
RGB: 149/49/146
CMYK: 48/96/0/0



PMS 3135C
Web: 00ACCD
RGB: 0/172/205
CMYK: 100/0/20/0



PMS 361C
Web: 2CB34A
RGB: 44/179/74
CMYK: 77/0/100/0



PMS 122C
Web: FFDD4F
RGB: 255/221/79
CMYK: 0/11/80/0



PMS 213C
Web: EE3780
RGB: 238/55/128
CMYK: 0/92/18/0



PMS 3556
Web: EF462A
RGB: 239/70/42
CMYK: 0/88/94/0

Typography

- Professionally designed:
 - Display font—Futura PT and Futura PT Condensed families
 - Text font—Source Sans family
 - **Serif font—Clarendon URW family**
- Web:
 - Display font—Muli family
 - Text font—Source Sans family
 - Serif font—Noto Serif family
- MS Office:
 - Display font—Century Gothic family
 - Text font—Tahoma family
 - **Serif font—Rockwell family**

Current Logos, Letterhead, Flyer Templates, PowerPoints, and Email Signatures

- All are stored on the Guild website at: <https://childrensguild.org/branding/>
 - Logos have minimum white space included in the file—do not allow any images or text to overlap the logos
 - Do not stretch the logos wider or taller—always scale proportionately
 - We ask that you not alter the logo in any way without express permission from Communications.

Tagline

Transforming the way America cares for and educates its children.

Email Signature

****Please do not change **formatting** or **fonts**—copy and paste as-is. Be sure to use the proper logo, name, website, and address for your program/school (logos can be found here: https://www.dropbox.com/sh/ubxuas341c0os7x/AABXau2HnEF_eV9Do7kISec8a?dl=0)****

First Last, credentials

Title



The Children's Guild Alliance

<https://www.childrensguild.org/>

6802 McClean Blvd.

Baltimore, MD 21234

C: xxx.xxx.xxxx

(**Please note the phone format is dots between sets of numbers. Add landline and/or fax as necessary. If you have a Guild issued cell phone, it must be listed**)