## Standards manual



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## **Typography**

# STEPFIENT SET A AA BB CC DE EE FP GG IIH II JJ KK LL MM NN 08 PP QQ RE \$\$ TT UU VV WW XX YY ZZ ÄÄ ÖS ÜÜ \$\$

Stefffont Set A is the typeface used in header images and the Three Bridges logo. Alternate the letters in Steffont Set A to achieve a 'random' effect. Do not use the 'u' mapped to the lowercase u or the 'z' mapped to the lowercase z. The version of Stefffont Set A is a specially made version for Three Bridges that adds German characters like ä, ö and ü.

Source Sans Pro
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
Ää Öö Üü ß

Source Sans Pro is the typeface used for body text and subtitles. You will be using the Regular, Italic and Bold Italic weights most of the time. The font was chosen for its readability, simplicity, friendliness and free availability – Source Sans Pro is a freely available open-source font released by Adobe Systems in 2013, and is included with the Creative Cloud versions of the Adobe Suite.

## **Palette**

#### **Logo Palette**



<b>Light Red</b>	<b>Dark Red</b>
C: 4%	C: 14%
M: 87%	M: 87%
Y: 100%	Y: 100%
K: 0%	K: 4%
Light Blue	Dark Blue

## Light Blue Dark Blue C: 75% C: 85% M:26% M: 43% Y: 0% Y: 10% K: 0% K: 1%

#### **Branch Palette**

London
Boston
Berlin

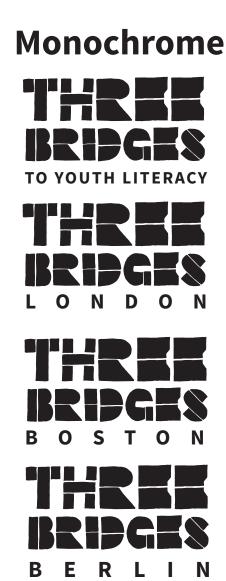
M: 87%
Y: 100%
K: 0%
C: 67%
M: 0%
Y: 100%
K: 0%
C: 74%
M: 27%
Y: 0%
K: 0%

C: 4%

Each branch is associated with a specific colour: London with red, Boston with green and Berlin with blue. This 'branch colour' is used on all materials relating to a specific branch; for example, when creating letterheads, business cards and brochures for the London branch, all those elements would use the London red.

## Logos

# **Full-colour** YOUTH LITERACY



The full-colour logo is generally used on envelopes and the cover of reports. It is used primarily by the Three Bridges organisation as an aggregate, as opposed to the individual divisions. Monochrome logos are used when cheaper laser printers are being used to replicate Three Bridges material, especially when used internally.

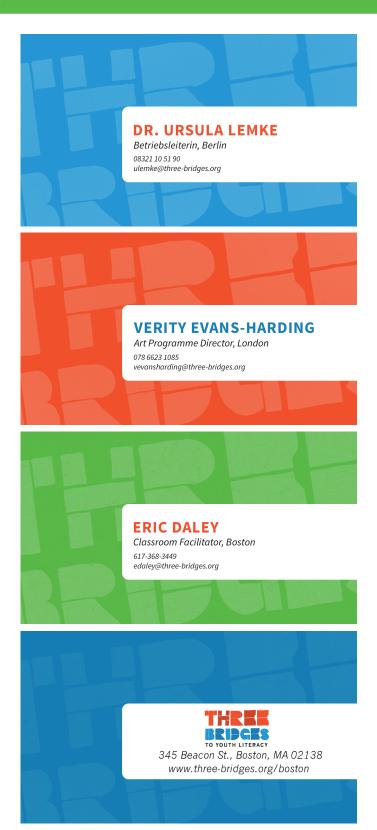
Some designs, like the business cards and letterhead, use a tilted and lightened version of the monochrome logo; however, anything prepared by employees themselves would not use this version of the logo.

## **Business cards**

The business card template leaves enough space to accommodate long names and professional titles.

The colour of the front of the business card changes depending on which branch the employee works for; for example, a London employee would have a red business card, whereas a Berlin employee would have a light blue one. All text on the front of the business card is ragged left-aligned. Employees' names are typeset in ALL CAPS. Job titles and cities are placed directly underneath the employee's name, followed by the phone number and email address.

The back of the business card is almost exactly the same for all branches, with the exception of the address and website - each branch has its own URL.



### Letterheads



#### 14th February 2014

Dear Jane Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia ultrices dui. Pellentesque elit massa, rhoncus ac pulvinar eu, euismod nec lacus. In et neque tortor. Nulla a crisus risus. Duis uma sem, porta ut sem non, pulvinar pellentesque edio. Noto firementum, dolor nec lacinia tiordionti. Igiula turpis venenatis lorem, ut lacinia sapien uma ut erat. In imperdiet, ord vitae sollicitudi niverra, risus dilam molestie ipsum, at commodo din il sudi jusi just. Suspendies pellentesque elo norare rhoncus il bandit. Class apetre tracti sociosqua ad litora torquent per conubia nostra, per inceptos himenaeos. In adipiscing nunc vel fringilla eleifend. Nam sed traus semper, fringilla libero quis, malesuada libero. Ut ultrices leo vel sodales suscipit. Nunc a trassa nee elid digissis infringia quis rhoncus sem

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Yours sincerely

Verity Evans-Harding
Art Programme Director, Three Bridges London

Three Bridges Boston

#### February 14, 2014

Dear Luciana González,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia ultrices dui. Pellentesque elit massa, ribnocus se pulvinare u, euismod nec lacus. In et neque tertor. Nulla en árese risus. Duis uma sem, porta ut sem non, pulvinar eleitentesque olio. Moris fermentum, dolor nec lacinia indiuduni, guila turpis venenatis lorem, ut lacinia sapien uma ut erat. In imperdie, ordi vitae solilicitudini wherra, risus diam molestie (psum, at commodo uli nii sugiu supus. Suspensities pellentesque de ornare ribnocus blandit. Class aptent indica sociosqua da litora torquent per consubia nostra, per inceptos himenaeos. In adipiscing nunc vel fringilla eleifend. Nama sed risus sempen, fringilla libero quis, malessuda libero. Ut uttrices leo vel sodales suscipit. Nunc at massa nec elit dignissim fringilla quis rhoncus sem.

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Best,

Eric Daley Classroom Facilitator, Three Bridges Boston Letterheads use the same basic design - a colour-block header with a faded Three Bridges logo. Each city has its own letterhead, with the colour scheme derived from the branch palette - London is red, Boston is green and Berlin is blue.

The body of official letters uses Source Sans Pro, which is installed on all computers at Three Bridges sites. If you are at a computer that does not have Source Sans Pro installed, substitute Franklin Gothic or Calibri, or download it from Google Fonts if your systems administrator allows you to download fonts to your computer.

#### Three Bridges Berlin

Karl-Marx-Straße 89, Berlin

#### 14. Februar 2014

Sehr geehrte Frau Schmidt

Lorem josum dolor sit amet, consectetur adipiscing elit. Sed lacinia utririca sfui. Pellentesque elit massa, rhoncus ar pulvinar eu, euismod nec lacus. In et neque tortor. Nulla a crisus risus. Duis urna sem, porta ut sem non, pulvinar pellentesque odio. Morbi fermentum, dolor nec lacinia rincidunt, ligula turpis venenatis lorem, ut lacinia sapien urna ut erat. In imperdiet, orci vitae solilicitudin viverra, risus diam molestie ipsum, at commodo dui nisi quis justus. Suspensias pellentesque de ornare rhoncus blandit. Class apent insi sociosqua da litora torquent per conubia nostra, per inceptos himenaeos. In adipiscing nunc vel fringilia eleifend. Nama sed risus semper, fringilia libero quis, malessuda libero. Ut utrices leo vel sodales suscipit. Nunc at massa nec elit dignissim fringilla quis rhoncus sem.

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Mit besten Grüßen

Dr. Ursula Lemke Betriebsleiterin, Three Bridges Berlin

## Website











SHARE



#### WELCOME

Three Bridges is an international not-for-profit organisation dedicated to spreading youth literacy in our communities and abroad, with an innovative combination of technology, group participation and interest-based learning. We have local offices in London, Boston and Berlin.

The landing page of the website derives its traits from many of the other Three Bridges design elements: colours from each city, a header that contains a tilted and faded Three Bridges logo similar to the letterheads and business cards, and photos of children reading in circles, rather like the brochures.

### **Brochures**

#### **Outside**

#### **PARTNERS**

Boston Children's Museum Boston, MA, USA

Berlin, Germany

Education First! Toronto, ON, Canada

Learning through Doing

The Student Empowerment Program Los Angeles, CA, USA

#### **CONTACT US**

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hq@three-bridges.org london@three-bridges.org

Three Bridges Boston 345 Beacon Street Boston, MA, USA 02138 boston@three-bridges.org

Three Bridges Berlin Karl-Marx-Straße 98 Berlin, Germany berlin@three-bridges.org





#### Letterheads use the same basic design - a colour-block header with a faded Three Bridges logo. Each city has its own letterhead, with the colour scheme derived from the branch palette - London is red, Boston is green and Berlin is blue.

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#### Inside

#### **OUR HISTORY**

We were founded in 2008 by Lucy Brattle, Andrew

Most recently we've started a branch in Berlin.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusan-tium doloremque laudantium, to-tam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

#### OUR VALUES

At Three Bridges, we have a very dis-tinct set of valtinct set of val-ues that inform the way we promote youth literacy in our respective



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#### **OUR PROJECTS**

Three Bridges offers a wide range of programmes for youth lit-eracy, includ-ing literacy groups, an iPad app and a children's book company that publishes

books in the UK, USA, Australia, Can-

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.