

Standards manual

THE

BRIDGES

TO YOUTH LITERACY

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Typography

STEFFFONT SET A

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

Stefffont Set A is the typeface used in header images and the Three Bridges logo. Alternate the letters in Stefffont 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



Light Red

C: 4%
M: 87%
Y: 100%
K: 0%

Dark Red

C: 14%
M: 87%
Y: 100%
K: 4%

Light Blue

C: 75%
M: 26%
Y: 0%
K: 0%

Dark Blue

C: 85%
M: 43%
Y: 10%
K: 1%

Branch Palette

London

C: 4%
M: 87%
Y: 100%
K: 0%

Boston

C: 67%
M: 0%
Y: 100%
K: 0%

Berlin

C: 74%
M: 27%
Y: 0%
K: 0%

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

THREE
BRIDGES
TO YOUTH LITERACY

THREE
BRIDGES
L O N D O N

THREE
BRIDGES
B O S T O N

THREE
BRIDGES
B E R L I N

Monochrome

THREE
BRIDGES
TO YOUTH LITERACY

THREE
BRIDGES
L O N D O N

THREE
BRIDGES
B O S T O N

THREE
BRIDGES
B E R L I N

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

Three Bridges London

1234 The Strand, London WC2 3RE

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 ac risus risus. Duis urna sem, porta ut sem non, pulvinar pellentesque odio. Morbi fermentum, dolor nec lacinia tincidunt, ligula turpis venenatis lorem, ut lacinia sapien urna ut erat. In imperdiet, orci vitae sollicitudin viverra, risus diam molestie ipsum, at commodo dui nisi quis justo. Suspendisse pellentesque leo ornare rhoncus blandit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In adipiscing nunc vel fringilla eleifend. Nam sed risus semper, fringilla libero quis, malesuada libero. Ut ultrices leo vel sodales suscipit. Nunc at massa nec elit dignissim fringilla quis rhoncus sem.

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Yours sincerely

Verity Evans-Harding
Art Programme Director, Three Bridges London

Three Bridges Boston

345 Massachusetts Avenue, Boston, MA

February 14, 2014

Dear Luciana González,

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 ac risus risus. Duis urna sem, porta ut sem non, pulvinar pellentesque odio. Morbi fermentum, dolor nec lacinia tincidunt, ligula turpis venenatis lorem, ut lacinia sapien urna ut erat. In imperdiet, orci vitae sollicitudin viverra, risus diam molestie ipsum, at commodo dui nisi quis justo. Suspendisse pellentesque leo ornare rhoncus blandit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In adipiscing nunc vel fringilla eleifend. Nam sed risus semper, fringilla libero quis, malesuada libero. Ut ultrices 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

Three Bridges Berlin

Karl-Marx-Straße 89, Berlin

14. Februar 2014

Sehr geehrte Frau Schmidt,

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 ac risus risus. Duis urna sem, porta ut sem non, pulvinar pellentesque odio. Morbi fermentum, dolor nec lacinia tincidunt, ligula turpis venenatis lorem, ut lacinia sapien urna ut erat. In imperdiet, orci vitae sollicitudin viverra, risus diam molestie ipsum, at commodo dui nisi quis justo. Suspendisse pellentesque leo ornare rhoncus blandit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In adipiscing nunc vel fringilla eleifend. Nam sed risus semper, fringilla libero quis, malesuada libero. Ut ultrices leo vel sodales suscipit. Nunc at massa nec elit dignissim fringilla quis rhoncus sem.

Nulla porta, libero quis vestibulum tincidunt, nulla dolor lacinia nibh, a lacinia augue tellus pulvinar urna. Nulla et velit velit. Fusce tincidunt, eros a feugiat eleifend, nulla augue scelerisque dolor, vestibulum tincidunt erat turpis in lectus. Integer metus mi, eleifend euismod rutrum sed, dictum vel ante. Integer vitae dolor rutrum elit viverra scelerisque in nec augue. Vestibulum sollicitudin erat id mattis cursus. Maecenas hendrerit dui ipsum, non fermentum eros mollis in. Donec id scelerisque odio.

Mit besten Grüßen

Dr. Ursula Lembe
Betriebsleiterin, Three Bridges Berlin

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.

Website



CONNECT



IMAGINE



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

Deutsche Kunstschule
Berlin, Germany

Education First!
Toronto, ON, Canada

Learning through Doing
London, UK

The Student Empowerment Program
Los Angeles, CA, USA

CONTACT US

Three Bridges International Headquarters/ Three Bridges London
1234 The Strand
London, UK WC2 3RE
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



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Inside

OUR HISTORY

We were founded in 2008 by Lucy Brattle, Andrew Nettles and Ursula Lemke, a group of educators, web developers and artists working in London.



In 2010, we expanded to Boston.

Most recently we've started a branch in Berlin.

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OUR VALUES

At Three Bridges, we have a very distinct set of values that inform the way we promote youth literacy in our respective communities.



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.

OUR PROJECTS

Three Bridges offers a wide range of programmes for youth literacy, including literacy groups, an iPad app and a children's book company that publishes books in the UK, USA, Australia, Canada, Germany, Switzerland, Austria, New Zealand, Ireland and South Africa.



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.

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