

ALLHERE BRAND BOOK

2023

TABLE OF CONTENTS

Introduction - Branding	2
About AllHere	3
Mission, Vision & Tagline	4

NAME AND LOGO

Company Name	6
Logo - Usage	7
Logo - Do's & Don'ts	8

VISUAL IDENTITY

Color Standards	10
Typography	11
Letterhead	12
Envelopes	13
Email Signature	14
Business Cards	15
Newsletter	16
Print Materials	17-18
Infographics	19
Brochure/Booklet	20
Presentations	21
Video Graphics	22
Web	23
Social Media	24
Imagery - Photography	25-27
Virtual Background	28

BRANDED MERCHANDISE

Branded Merchandise	30
---------------------	----

EDITORIAL GUIDELINES

Voice	32
Grammar Guidelines	33-35

RESOURCES

Resources	36
-----------	----



INTRODUCTION - BRANDING

The AllHere Brand Book establishes and maintains consistent use of our logo, fonts, colors, and voice. By adhering to these standards, we strengthen the AllHere brand, increase awareness, and foster support and engagement.

This comprehensive guide helps create consistent and impactful documents, web content, emails, reports, and more. It provides practical guidelines for using the brand's logo, approved colors, fonts, brand assets, formatting, and adhering to the AP/AllHere style.



ABOUT ALLHERE

AllHere is an award-winning text messaging solution that reinvents school-to-family communication, creating personalized and engaging support experiences between families and schools. Through 24/7 two-way, real-time communications, we engage with families to foster student recruitment, retention, and success. Using an intuitive chatbot, the personalized system combines AI and proactive messages to support families in their preferred language. AllHere was founded in 2016 by a Harvard graduate and former teacher determined to create opportunity-rich lives for every child in America by providing families customized assistance to help them navigate their children's schooling. Supported by the Harvard Innovation Lab, AllHere is used by more than 8,000 schools across 34 states to guide more than three million students and families through their K-12 educational journey.





MISSION

Empower school systems to create meaningful interactions that inspire family engagement through real-time, personalized mobile messaging.

VISION

Pave the road to student success by engaging every family.

TAGLINE

AllHere for Children



IDEA



LOGO



BRAND

ALLHERE
NAME
& LOGO



COMPANY NAME

PRIMARY

AllHere

All everyday uses: email signatures, voicemail greetings, business cards, marketing materials, signage, etc.

LEGAL

AllHere Education, Inc.

Only when legally required for contracts, documentation, copyright, line, etc.

NEVER

~~AllHere At~~
~~AllHere Co.~~
~~AllHere Ed.~~
~~AllHere Inc.~~

Or any other variation.





LOGO - USAGE

AllHere's logo will be clearly visible on all external-facing communications, websites, and promotional materials. The logo cannot be altered in any way, including its size, fonts, and colors. It's important to follow AllHere's graphic standards to ensure a consistent and unified message.

The official logo shown on this page should be used on all AllHere publications such as flyers, brochures, reports, newsletters, forms, presentations, posters, letterhead, signs, business cards, and advertisements.

There are only three approved ways to use the logo, as shown below. While partnering with other organizations, different colors or shades may be used, with prior approval.



Two-color
Celjuk Blue (C=73 M=53 Y=0 K=0)
White (C=0 M=0 Y=0 K=0)



One-color
BLACK
(C=0 M=0
Y=0 K=100)



One-color
WHITE
(C=0 M=0
Y=0 K=0)



LOGO - DO'S & DON'TS

To ensure high quality, our logo should always be reproduced from the approved digital artwork available through the AllHere Media Resources website at allhere.com/media-resources.

Once given to a printer or installed on your computer, these logos should never be altered. Care should be taken to avoid these common usage errors:

- DO NOT alter the logo in any way; this includes changing its proportions.
- DO NOT ungroup logo and use its elements separately.
- DO NOT change letter spacing or the relationship of the lettering to the logo.
- DO NOT use the logo in unapproved colors.
- DO NOT run lines through the logo.
- DO NOT shade, shadow or texture the logo.
- DO NOT stretch the logo.
- DO NOT make the logo appear three dimensional.
- DO NOT place the logo in any position other than upright.
- DO NOT use the logo as part of a drawing or cartoon.
- DO NOT develop or use other logos.



all here

ALLHERE VISUAL IDENTITY

COLOR STANDARDS

AllHere's two-colored logo is the preferred version to be used, whenever possible, on all communication materials, including letterhead, print and television advertising, printed materials, direct marketing materials, and electronic media.

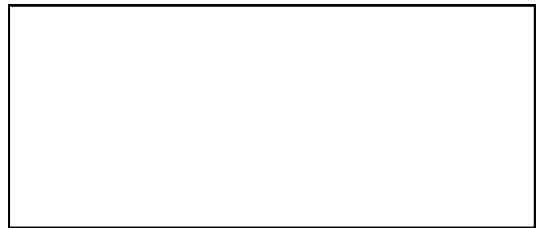
Color Definitions:

CELJUK BLUE



C=73 M=53
Y=0 K=0

WHITE



C=0 M=0
Y=0 K=0

The colors of AllHere's logo are a process Celjuk Blue, C=73 M=53 Y=0 K=0 and White, C=0 M=0 Y=0 K=0 (for the word "all"). When color is not available, the logo must appear in all black (C=0 M=0 Y=0 K=100) or reversed out of a background color.

TYPOGRAPHY

An important part of creating a professional image is the standardized use of typography. The Montserrat font family was selected to accompany the logo to ensure a contemporary look and easy readability. Montserrat is used throughout this guide.

MONTSERRAT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MONTERRAT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MONTSERRAT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MONTSERRAT Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MONTSERRAT Extra - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Aa

LETTERHEAD

Our official communications should make a positive first impression. To achieve that goal, we have adopted the following letterhead design to create a distinct, professional appearance. Displayed below is a letterhead used for official correspondence from AllHere. Sample letter placement is also indicated. Letterhead may be downloaded from the AllHere Media Resources website, allhere.com/media-resources.



ALLHERE EDUCATION
177 Huntington Ave Ste 1703
PMB #28939
Boston, MA 02115-3153

August 20, 2023

Dear Mr. Alves,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

Sincerely,

Joanna Smith-Griffin
CEO

Two-color Letterhead
White Paper Stock Only

Recommended margins for
letter placement:

TOP: 1.75"
LEFT: 1.5"
RIGHT: 1"
BOTTOM: 1"

Employees must log in to
access letterhead templates.



ENVELOPES

A standard look has also been developed for envelopes. The design features the AllHere logo along with a mailing address and the website. Online templates are not available. Orders for envelopes should be submitted to AllHere's administration.



Envelope
White Paper Stock Only

EMAIL SIGNATURE

An official email signature enhances professionalism, reinforces branding, provides essential contact information, ensures legal compliance, supports marketing efforts, maintains consistency, and facilitates professional communication.

Your Name
Your Title
www.allhere.com



"AllHere for Children"



Note: Do not use inspirational quotes, statements, taglines or personal beliefs in the email signature. All communication must be aligned with AllHere's communication standards in order to maintain a consistent and trustworthy brand voice.

The email template is available at allhere.com/media-resources.



BUSINESS CARDS

One standard look has been developed for business cards. AllHere's administration determines who is eligible for business cards; thus, online templates are not available. Please consult with AllHere's administration.



Front

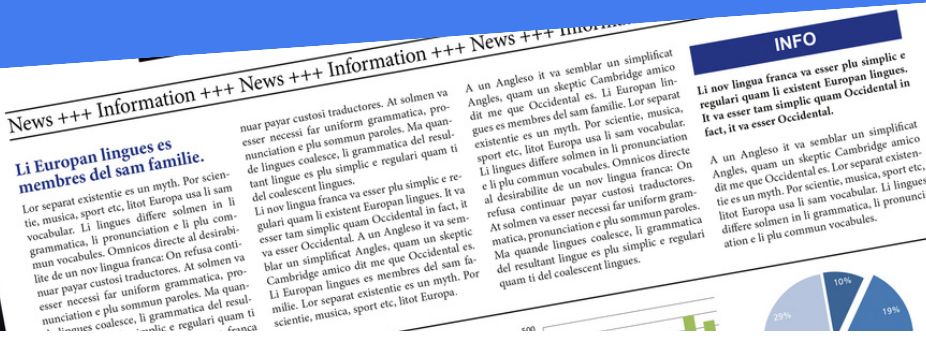
Two-color Business Card
Dark Cerulean (C=100 M=90 Y=10 K=0)
Celjuk Blue (C=73 M=53 Y=0 K=0))

Two-color Business Card
Dark Cerulean (C=100 M=90 Y=10 K=0)
Celjuk Blue (C=73 M=53 Y=0 K=0))



Back





NEWSLETTER

Displayed below is a newsletter used for official correspondence from AllHere. The newsletter template may be downloaded from the AllHere Media Resources website, allhere.com/media-resources.

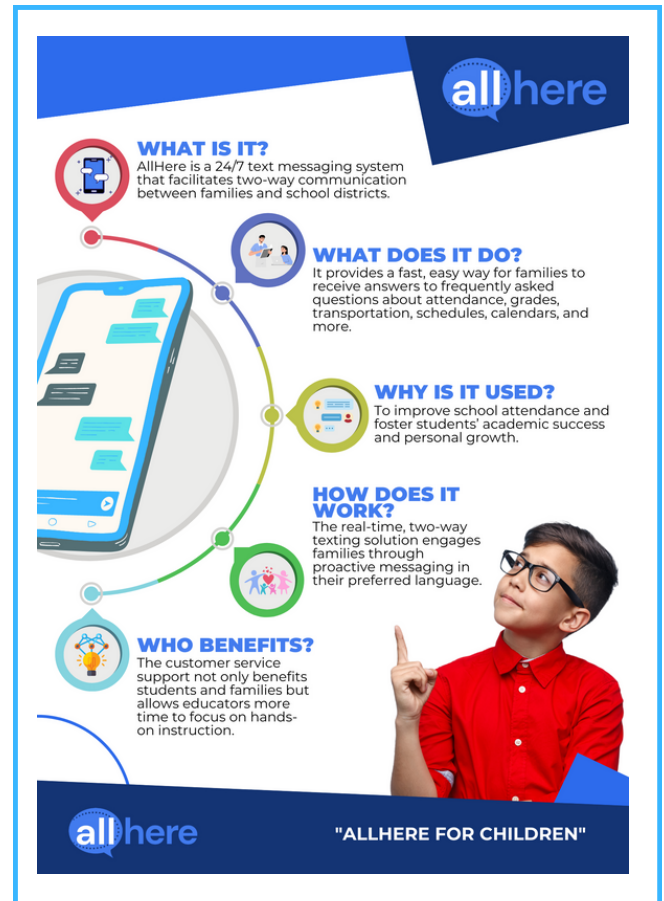


PRINT MATERIALS

In order to provide a unifying message for our brand, all efforts should be made to follow a common graphic design standard. That standard incorporates the logo and AllHere's color scheme. See examples below.



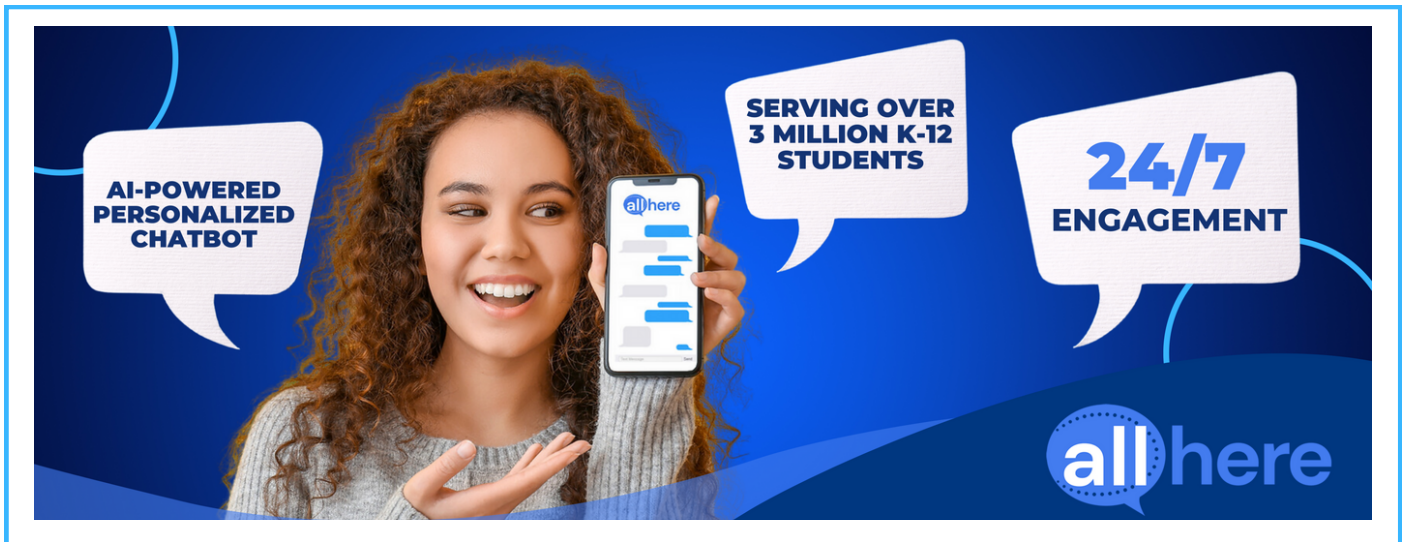
Publication Cover



Poster



PRINT MATERIALS



Banner



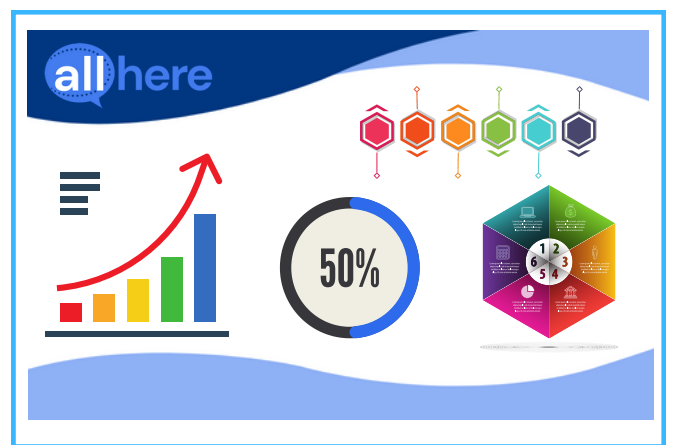
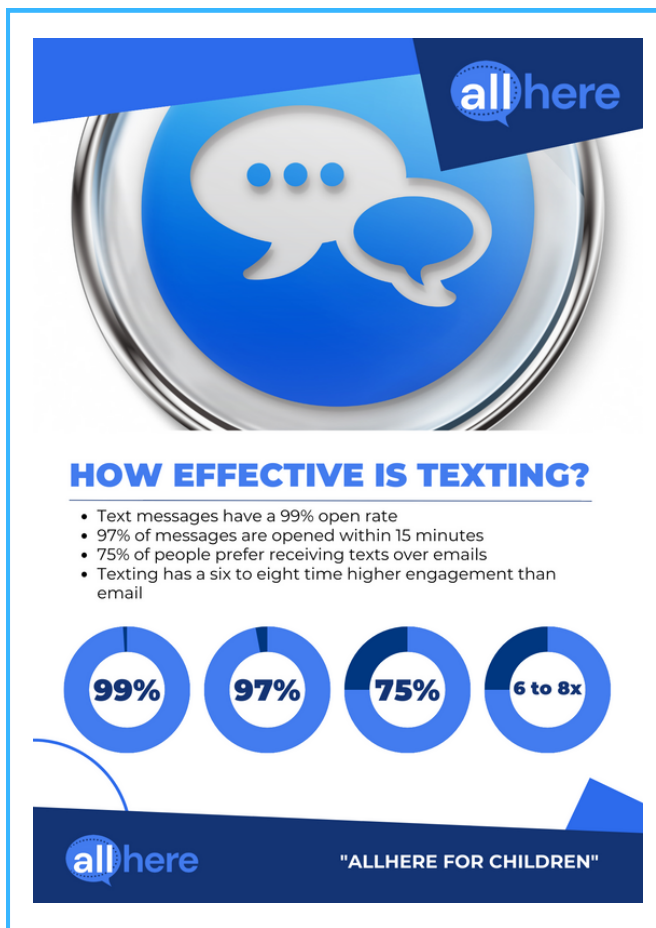
Flyer / Postcard





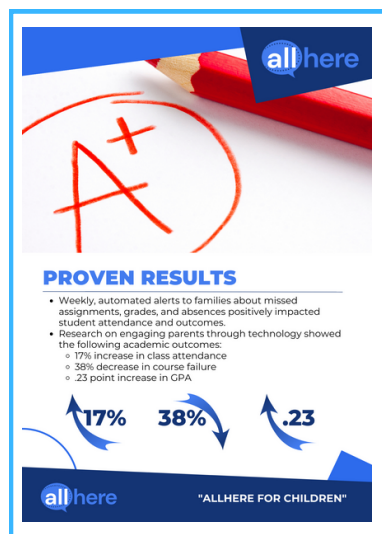
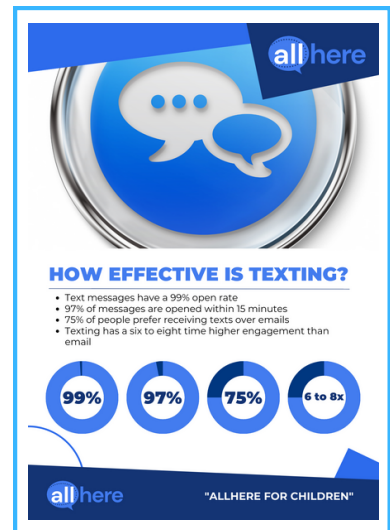
INFOGRAPHICS

In order to provide a unifying message for our brand, all efforts should be made to follow a common graphic design standard. That standard incorporates the logo and AllHere's color scheme.



BROCHURE / BOOKLET

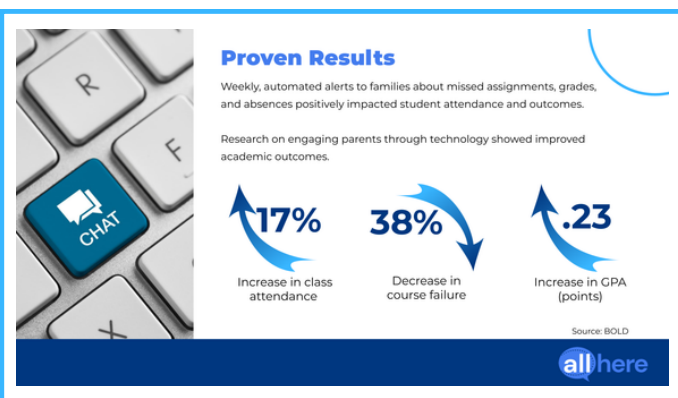
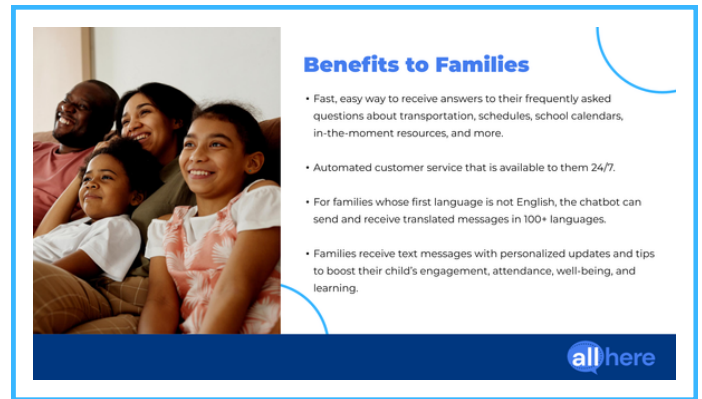
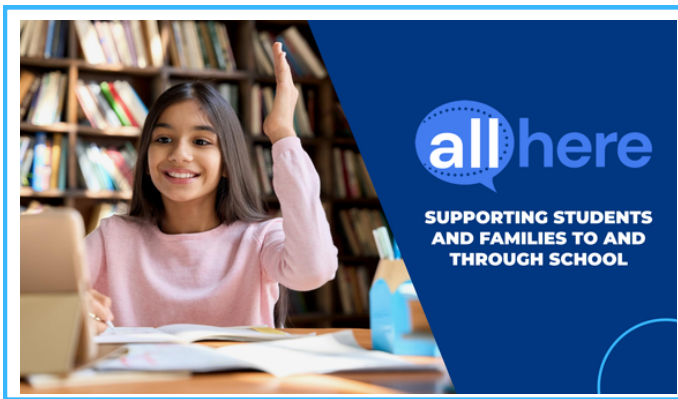
In order to provide a unifying message for our brand, all efforts should be made to follow a common graphic design standard. That standard incorporates the logo and AllHere's color scheme.





PRESENTATIONS

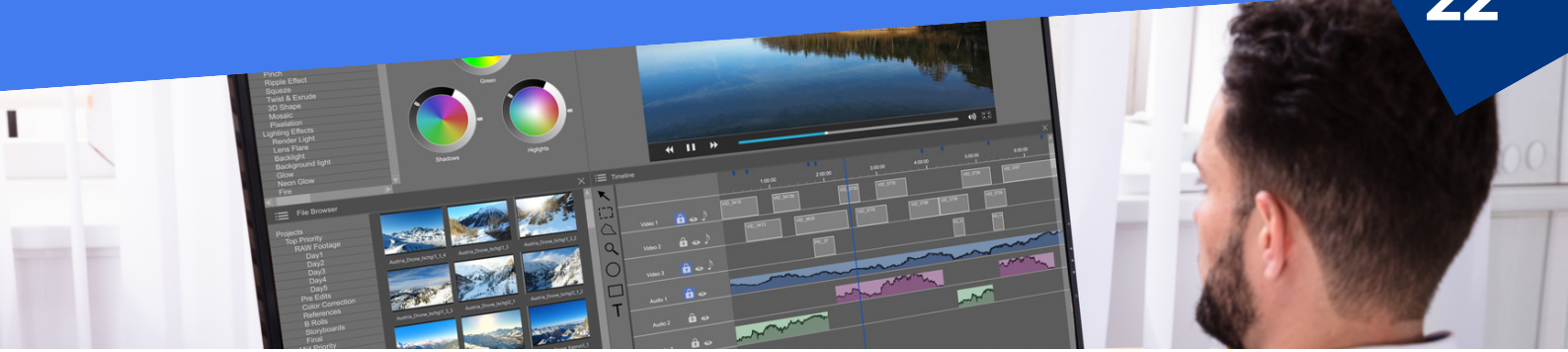
In order to provide a unifying message for our brand, all efforts should be made to follow a common graphic design standard. That standard incorporates the logo and the AllHere's color scheme.



Presentation template is available at allhere.com/media-resources.

Employees must log in to access presentation templates.





VIDEO GRAPHICS

In order to provide a unifying message for our brand, all efforts should be made to follow a common graphic design standard. That standard incorporates the logo and AllHere's color scheme.

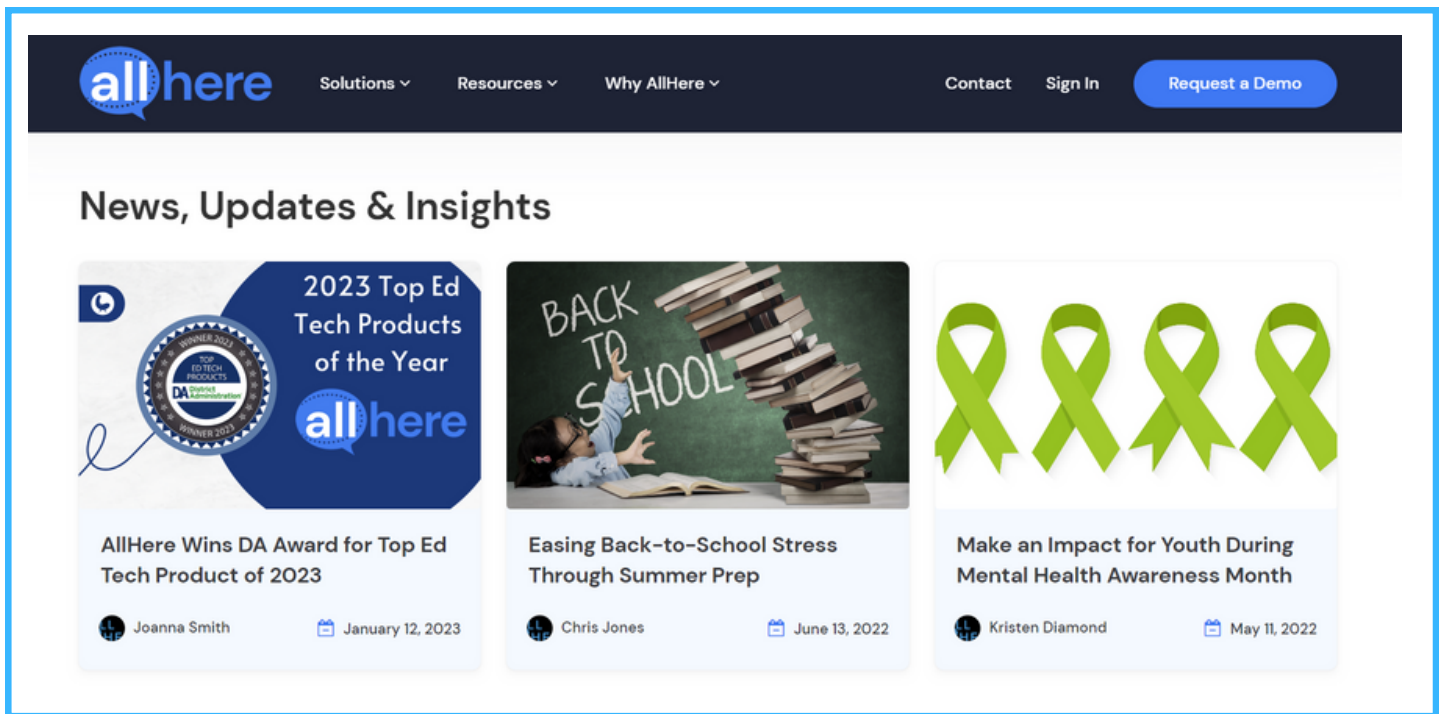


Graphics on videos (lower thirds) use the corporate logo, colors and typeface.



WEB

Maintaining consistency on a company website establishes brand identity, enhances professionalism, improves user experience, builds credibility and trust, aids in brand recall, enables seamless integration, and supports cross-channel alignment. It creates a cohesive and memorable online presence, ultimately contributing to the success and effectiveness of the company's digital strategy.



Graphics on website use the corporate logo, colors and typeface.

- Montserrat Font (Bold and Regular)
- Celjuk Blue, White and Black



SOCIAL MEDIA

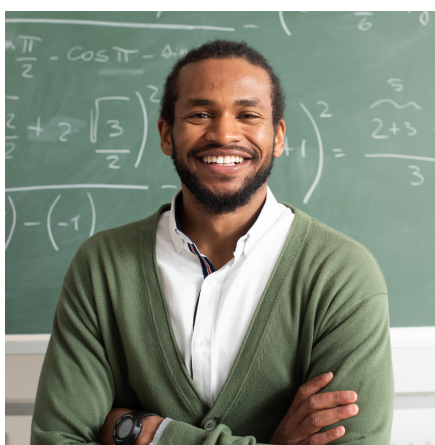
By utilizing social media templates, we can present a cohesive and visually appealing brand identity, save time and effort in content creation, maintain professionalism, enhance brand awareness, and communicate effectively with our audience. Creating engaging and impactful social media content reflects the essence of AllHere.





IMAGERY - PHOTOGRAPHY

Photos play a significant role in shaping our brand's visual identity. Selecting and using photos that align with our brand's aesthetics, values, and overall visual language is recommended. This ensures consistency and coherence in our visual representation across various brand touchpoints. Using authentic and diverse photos that reflect the diversity of our audience and stakeholders is also encouraged.





IMAGERY - PHOTOGRAPHY





IMAGERY - PHOTOGRAPHY





VIRTUAL BACKGROUND

In order to provide a unifying message for our brand, all efforts should be made to follow a common graphic design standard. That standard incorporates the logo and the AllHere's color scheme.



Virtual background image is available at allhere.com/media-resources.

Employees must log in to access then resource and are encouraged to use the image as a virtual background during videoconferences representing AllHere.





all here

ALLHERE
BRANDED
MERCHANDISE

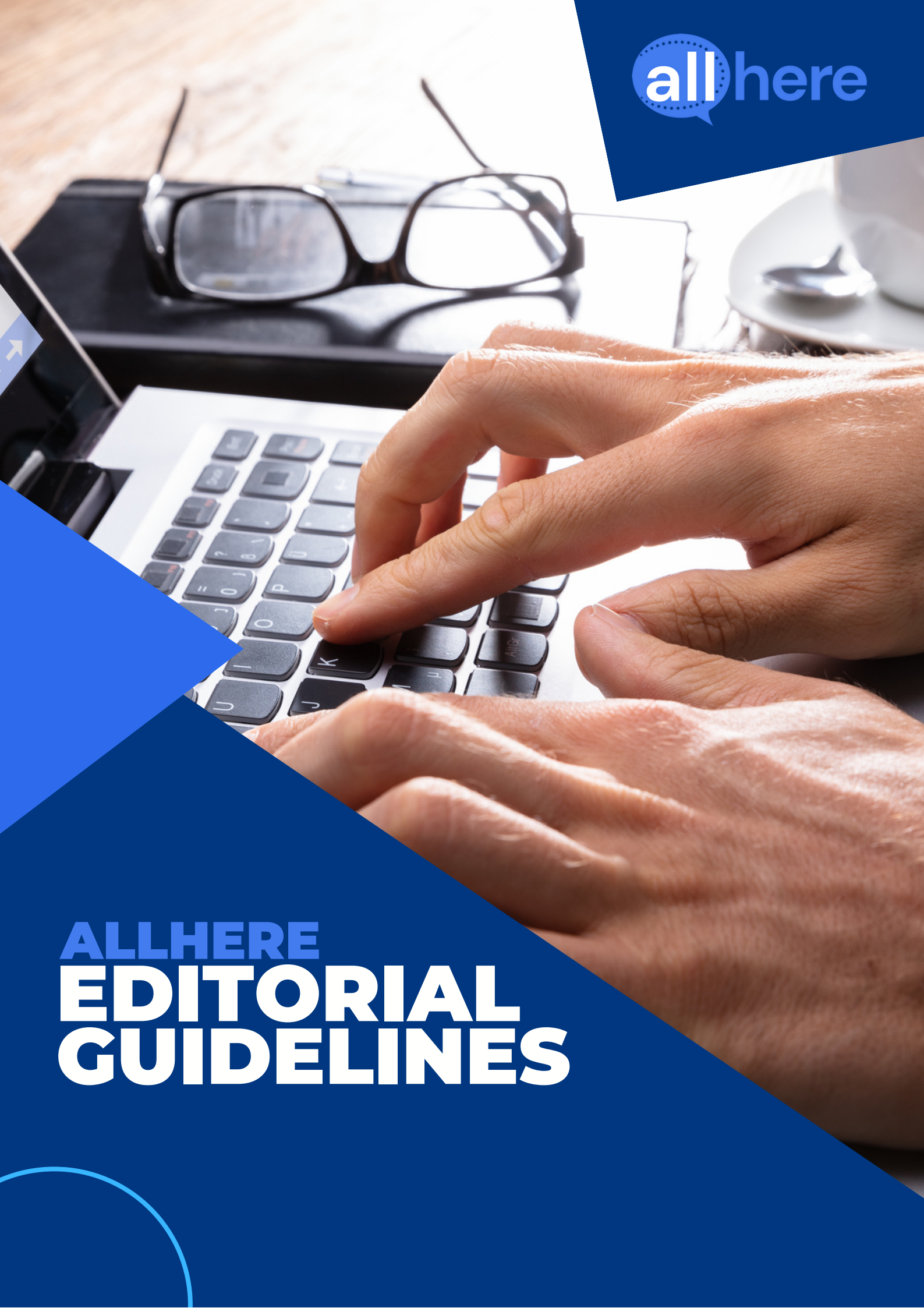


BRANDED MERCHANDISE

By utilizing branded merchandise, a company can enhance brand recognition, foster loyalty and engagement, effectively promote its brand, differentiate itself in the market, motivate employees, and show customer appreciation. It serves as a tangible representation of the brand, reinforcing its presence and creating a positive impact on customers, employees, and stakeholders.



High-resolution version of the logo is available at allhere.com/media-resources to use for the branded merchandise.



ALLHERE **EDITORIAL** **GUIDELINES**



VOICE

At AllHere, we value effective communication that resonates with our audience. Our approach is to create visuals and typography that complement each other rather than compete. We strive to be direct, confident, and bold without being boastful. When using display type, we adopt a peer-to-peer voice, emphasizing real-world value over technical features.

Our communication style is conversational, expressing a passion for technology while recognizing that customer benefit is paramount. Regardless of the audience, we use one voice that exhibits a level of informality and personality that remains constant. While content may change, our voice is steadfast and consistent.





GRAMMAR GUIDELINES

AllHere follows the AP Style guide. If you are in doubt, seek help from the full guide, which can be found at apstylebook.com. The site is a good resource and is updated regularly. Always be consistent with the style you are using within a document.

Avoid passive voice.

- **Correct:** The AllHere Family Success Manager contacted the school principal.
- **Incorrect:** The school principal was contacted by the AllHere Family Success Manager.

Avoid wordy and redundant sentences.

- **Correct:** Teachers can be positive change agents who impact students.
- **Incorrect:** It's important to realize that students can be impacted by teachers who are positive change agents.



GRAMMAR GUIDELINES

Use adverbs sparingly. When possible, choose an active verb instead (e.g., strolled versus walked slowly). The words really and very should rarely be used.

- **Correct:** A good role model can impact a student and bring about positive change.
- **Incorrect:** A good role model can make a really big difference and positively impact a student.

To prevent reader confusion, it's important to avoid dangling modifiers. Dangling modifiers occur when words modify something that is not explicitly mentioned in the sentence.

- **Correct:** After looking at the data, I still don't understand the outcome.
- **Incorrect:** After looking at the data, the outcome still isn't clear.

All third-person organizations (e.g., school districts, central offices, state education agencies) should be referred to with singular pronouns.

- **Correct:** The school district released its findings from SY 21–22.



ALLHERE **RESOURCES**



[https://www](https://www.allhere.com/media-resources)



RESOURCES

RESOURCE LINK

www.allhere.com/media-resources

