

## External Style Guide

### Purpose of this Style Guide

The Painted Turtle is all about bringing happiness to children who need a place where they can just be kids! To best serve our campers, we want to create an awareness of our programs outside of our organization that will heighten support and involvement.

This style guide will help our staff communicate a consistent message about The Painted Turtle. Following these guidelines when writing or editing collateral materials published by or sent electronically from The Painted Turtle will:

- Ensure that all documents, regardless of department, adhere to our organization's image and policy
- Improve consistency within and among our publications and online content
- Enhance our ability to produce effective communication materials as a team
- Help us further develop our brand and establish useful parameters without restricting creativity

### HOW TO REFER TO THE PAINTED TURTLE

In all print publications, mailings, brochures and other official printed and electronic materials, where you need to include the complete name of the organization, use the following name:

**"The Painted Turtle".**

Subsequent references should be: **"The Painted Turtle, A SeriousFun Camp"** or **"Camp"**.

\*\*\*Note: We should avoid abbreviating "The Painted Turtle" in our formal print and online documentation. If you must shorten it, please use "TPT" and not "PT".

This guideline should be followed for the text, return address and other usages. This also applies to official directory listings of The Painted Turtle on external web sites or publications.

### LOGO

The Painted Turtle's identity relies heavily on our logo. We have several different logo variations; this guide will help you decide which logo to use and how to properly use it. Our guidelines apply to all uses of the logo.



## Primary Logos



The Painted Turtle has one official logo, pictured above in its acceptable multi-color color combination.

## Secondary Circle Logo



The secondary logo should be used when there is a need for a need to put the logo on a background that is not white.

## Horizontal Primary Logo



As an alternative to our official logo, we have a horizontal version of our logo, pictured above.

## Resizing Logos

- All TPT logos **MUST** be kept in their original shape (if you need to resize, do so proportionally – do not stretch or skew).
- To resize while maintaining proportions: after placing the logo graphic, hold the **SHIFT** key while sizing from the bottom left or right corners
- Always use clear resolution logos. The logo show never appear blurry or fuzzy.
- To maintain legibility, logos should never be printed smaller than 1-inch (height).

## Placing Logos

- The Painted Turtle logo should always be used on a **white** background to ensure all parts of the logo are visible. Logo **cannot** be placed on top of multicolored backgrounds unless prior approval.
- Please leave at least ¼-inch between a logo and document edges, content, images, etc.
- Do not alter The Painted Turtle Logo in any way. Do not rotate, add embellishment, remove any part of the logo, etc. If you are worried about legibility, reach out for assistance. We are happy to help!
- **External Logo Use:** Should someone outside the organization request to use our logo, a logo use agreement form must be filled out and approved by the Communications Department. The form can be found here. <W:\Communications\Logos\Logo Use Forms and Guidelines>
- The logo, and only the logo, may be used for The Painted Turtle publications, mailings, fliers, and other materials. The Painted Turtle's logo must be used **in its entirety** and not altered in any way. **Do NOT remove, add or change any of the lettering or graphics.** If you reduce or enlarge the logo, you **must maintain the proportions.** Outside parties (i.e., 3rd party events, community engagements, board members, regional advisory boards, etc.) must follow these same guidelines of usage.



# OFFICIAL TPT COLORS



- 1. **Light green** (arms, legs, text)
- 2. **Dark green** (shell background)
- 3. **Ecru** (hat & tummy)
- 4. **Brown** (fishing pole & shoes)
- 5. **Orange** (shell & text)
- 6. **Blue** (shell & text)
- 7. **Yellow** (shell)
- 8. **Purple** (shell)
- 9. **Pink** (shell)
- 10. **Red heart** (shell & text)

**1**  
PMS 2418 C  
C87 M20 Y100 K5  
RO G142 B70  
HEX #3BA94A

**2**  
PMS 3435 C  
C82 M45 Y79 K47  
R33 G74 B52  
HEX #214A34

**3**  
PMS 7499 C  
C2 M0 Y31 K0  
R251 G247 B191  
HEX #FBF7BF

**4**  
PMS 1815 C  
C27 M94 Y90 K25  
R148 G41 B39  
HEX #942927

**5**  
**PMS 158 C**  
**C8 M62 Y100 K0**  
**R226 G123 B35**  
**HEX #E27B21**

**6**  
**PMS 2173 C**  
**C79 M34 Y0 K0**  
**R0 G140 B209**  
**HEX #008CD1**

**7**  
**PMS 129 C**  
**C5 M16 Y93 K0**  
**R244 G206 B41**  
**HEX #F4CE29**

**8**  
**PMS 7664 C**  
**C76 M100 Y12 K2**  
**R99 G44 B130**  
**HEX #632C82**

**9**  
**PMS 211 C**  
**C5 M62 Y2 K0**  
**R231 G129 B177**  
**HEX #E781B1**

**10**  
**PMS 7621 C**  
**C15 M100 Y98 K5**  
**R199 G33 B39**  
**HEX #C72127**

## SeriousFun Logo Colors



**1**  
**PMS 300 C**  
**C84 M45 Y0 K0**  
**R0 G123 B195**  
**HEX #007BC3**

**2**  
**PMS 2202 C**  
**C72 M15 Y0 K0**  
**R0 G170 B231**  
**HEX #00AAE7**

## Background & Border Colors



1

**PMS PROCESS BLUE C**  
**C100 M31 Y0 K0**  
**R0 G136 B207**  
**HEX #1288C9**

2

**PMS 158 C**  
**C3 M60 Y100 K0**  
**R245 G130 B31**  
**HEX #008CD1**

## FONTS

The two official **HEADER** fonts of The Painted Turtle are Averia Serif Libre (header) and Gotham Bold (sub header).

### Averia Serif Libre

We should use Averia Serif Libre for titles, headlines, and other main highlighted text found on TPT collateral materials.

### Gotham Bold

We should use Gotham for sub headers.



There are three official **TEXT** fonts of The Painted Turtle: Palatino Linotype, Gotham Light, and Calibri.

## Palatino Linotype

Body font used in formal correspondence, forms, and other text-heavy documents (i.e. acknowledgement letters, staff manual, policy documents, etc).

## Gotham Light

We should use Gotham Light as our primary digital body font and for collateral materials (i.e. brochures, flyers, postcards, etc).

## Calibri

Use this secondary digital body font in instances when Gotham is not available, i.e. emails, e-blasts, and other digital materials.

## **MISSION STATEMENT**

### **Official**

The Painted Turtle seeks to reach beyond illness, to inspire children with life-threatening diseases to become their greater selves. It is our mission to provide a year-round, life-changing environment for these children and their families - one that allows children to participate in an authentic camp experience by supporting their medical needs and offers their families care, education, and respite.

### ***Alternate***

*The Painted Turtle's mission is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children's medical needs, inspires them to reach beyond their illnesses, and provides care, education and respite for their families. All campers and families attend free of charge.*



## ***Condensed***

*The Painted Turtle seeks to reach beyond illness, to inspire children with chronic and life-threatening illnesses to become their greater selves.*

## **Current Tag Line:**

“an innovative camp for children with serious illnesses and their families.” Can add “Free of Charge” if/where necessary

## **LANGUAGE & MESSAGING**

### **What we ALWAYS want to convey throughout our messaging:**

- Providing **life-changing** opportunities to children with serious medical conditions and their families
- More than Camp, a place where kids with serious medical conditions can just be kids
- Giving kids the opportunity to celebrate the simple joys of childhood
- Free of charge to campers and families. The Painted Turtle is supported entirely by donations and fundraising efforts of individuals, foundations, corporations, and community groups.
- Kids come away with sense normalcy, and an understanding that their illness is a part of them but doesn't define them. Parents come away with connections, information, and a common bond with others going through the same thing.
- Year-round programs available for campers and families – Summer Camp sessions, Family Weekend programs, and Hospital Outreach Program - Outpost (bringing the magic of The Painted Turtle to hospitals and clinics throughout California)
- Making a lasting/life-long impact by offering children a place to build a community where they are not alone in their illness.
- Challenge by Choice, empower kids to gain independence and have the ability to make their own choice
- Paul Newman: part of a global network of medical specialty camps founded by Paul Newman

\*\*\* shorthand phrasing to use regularly: “serious medical conditions”

\*\*\* secondary descriptor if needed: “chronic and life-threatening illnesses”



We use People First Language, always putting the child first. **Examples:**

Correct: "child with autism"

Incorrect: "autistic child"

Correct: "children with serious medical conditions"

Incorrect: "wheelchair-bound children"

**WORDS we do NOT USE to describe medical conditions:**

- children suffering from medical conditions
- seriously ill child, seriously ill children (or ANY phrase that puts the medical condition before the camper)
- hemophiliac, diabetic (or ANY term that aims to identify a person based on their diagnosis)
- terminal
- victim
- damaged
- handicapped
- disabled
- disorder (e.g. use "craniofacial condition" rather than "craniofacial disorder")
- There are MANY others not listed that fall in this category. For questions, please contact Jessica.

Medical condition language we can use to describe our work:

Current references we use on the TPT website:

- |   |   |
|---|---|
| ● <b>Children with serious medical conditions</b> | ● <b>Children with special medical needs</b>            |
| ● <b>Kids with serious medical conditions</b>     | ● <b>Children with life-altering medical conditions</b> |
| ● <b>Life-threatening medical conditions</b>      | ● <b>Children facing medical conditions</b>             |
| ● <b>Life-threatening illnesses</b>               | ● <b>Children coping with serious illness</b>           |
| ● <b>Life-threatening diseases</b>                | ● <b>Children affected by serious illness</b>           |
| ● <b>Chronic conditions</b>                       | ● <b>Child who uses a wheelchair</b>                    |

**CAPITALIZATION**

**When to capitalize the conditions we serve:**

- Capitalize medical conditions we serve only when describing a session: Kidney session, Skeletal Dysplasia and MPS session, etc.

- Do not capitalize medical conditions when stating who we serve: “We serve campers with kidney transplant and disease, liver transplant, etc.”
- Partially capitalize medical conditions when the official name of the condition requires. Current examples of this among the conditions we serve include: von **Willebrand** factor. More examples may come up as programs expand.
- Capitalize medical conditions on the Camp Calendar.

**The following programs are always capitalized and referred to as follows:**

- Family Weekend programs: i.e., Kidney Family Weekend, etc.
- Summer Sessions
- The Painted Turtle Outpost, our Hospital Outreach program
  - Note: when describing our Outpost program, it should always be referred to as “**The Painted Turtle Outpost**” or “**Outpost**” for short. It should not be NOT referred to as “The Painted Turtle Hospital Outreach Program” or “HOP” in order to emphasize that we take elements of camp to hospitals AND community events.

**When to capitalize staff positions:**

- Capitalize when referring to a person in the specific position: i.e., “Our Camp Director has a background in...”
- Do not capitalize when referencing a general position: i.e., “The role of a camp director involves...”

**When to capitalize places on camp:**

- Capitalize when referring to the specific name of the place on camp as it is called: i.e., “We’re heading to the Dining Hall after lunch...” or “This activity will start on Cabin Row...”
- Do not capitalize when referencing a location as a general area: i.e., “We’ll be going by the cabins before dinner...”