CREATE BRIDGES Style Guide for Regions

Acknowledgement

- Use the CREATE BRIDGES logo in visual materials whenever possible, both online and print.
- CREATE BRIDGES is an acronym and should be capitalized.

Presentations/PowerPoint

- Use the provided PowerPoint template for all presentations. This includes using Gill Sans MT font for text and following the color themes within the template.
- Here are a few additional tips for creating presentations:
    - Limit text, using bullet points and short sentences instead of paragraphs
    - Use images and diagrams to help your message and tell a story
    - Minimize the number of slides when possible
    - Use at least 24 pt font as smaller fonts will be hard for audiences to read
    - Label charts and graphs
- The CREATE BRIDGES PowerPoint template and the CREATE BRIDGES Color Guide are included in this Style Guide packet.
- Example slides are copied below.

Slide Title

Text Example

- Use any of the theme colors and shade variations included in the template
  - However, keep in mind that contrast is best for readability.

Slide Titles can be any theme color

Word documents

- Use Times New Roman 12 pt font or Calibri 11 pt font.
- For headings, use the same font style (Times New Roman or Calibri) but adjust size as needed.
- Include the CREATE BRIDGES logo on all documents related to CREATE BRIDGES, also include the logos of the state or local leadership teams.

- Use the following color scheme: turquoise and yellow (as portrayed in the logo), black, white, gray, and blue. See the Color Guide included in the Style Guide packet to reference the RBG/CMYK numbers. These colors are also built into the color theme of the PowerPoint template and can be used for reference.

Graphics and Handouts

- Follow the acknowledgements guidelines described above.
- Follow the color scheme guidelines described below.
- Use Gill Sans MT, Times New Roman, Calibri, or Biryani Regular font.
- Include the CREATE BRIDGES logo on all documents related to CREATE BRIDGES, also include the logos of the state or local leadership teams.

Color scheme

- Turquoise and yellow (as portrayed in the logo), black, white, gray, and blue. In the Style Guide packet, we have included a CREATE BRIDGES Color Guide including RBG/CMYK numbers for your reference. Please use these numbers when creating documents outside of PowerPoint. In the PowerPoint template, these colors (and shading variations) are built into the color theme.

Logos

- Use the CREATE BRIDGES logo on all CREATE BRIDGES documents. Also acknowledge the state or local leadership teams as needed.
- The CREATE BRIDGES logo are included in the CREATE BRIDGES Style Guide packet.
- Logo (found in the Style Guide packet) exampled below.

	PowerPoint	Word Documents	Graphic Handouts
Color Palette	Turquoise and yellow (as portrayed in the logo), black, white, gray, and blue. The PPT color theme can be used as reference for other documents. See Color Guide for the RBG/CMYK numbers.	Black, white, gray, turquoise and yellow (as portrayed in the logo), and blue. See logo, PPT, template and color guide for reference. See Color Guide for the RBG/CMYK numbers.	Black, white, gray, turquoise and yellow (as portrayed in the logo), and blue. See logo, PPT template, and color guide for reference. See Color Guide for the RBG/CMYK numbers.
Font	Gill Sans MT	Times New Roman 12 pt; Calibri 11 pt	Gill Sans MT, Times New Roman, Calibri, or Biryani Regular
Logos	Use CREATE and Walmart logos within template and state and SRDC logos	Use CREATE, state, and SRDC logos. Walmart logo for approved documents	Use CREATE, Walmart, state, and SRDC logos.
Acknowledgement	Use PPT template with state and SRDC logos	Use appropriate logos and wording	Use appropriate logos and wording. Ex. "Funds provided by Walmart"