



Style Guide

New Jersey After 3, Inc. has made a significant investment in developing a visual identity for ***NJ after 3*** and all its related programs. Consistently portraying this image in all we do is essential to establishing and maintaining a clear identity.

It is for this purpose that this Style Guide has been developed. The manual outlines the guidelines for using the visual identity correctly. Text guidelines and samples for commonly used pieces of information are also included.

All staff, vendors, and associated agencies are asked to follow the standards set out in this manual to ensure ongoing consistency of ***NJ after 3's*** established visual identity.

A handwritten signature in black ink, appearing to read "Mark Valli".

Mark Valli
President

Contact Information

*For questions concerning the use of the **NJ after 3** logo, please contact one of the following:*

Debbie Kim **T** [973] 413-1644
 E dkim@njafter3.org

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 E bsmith@njafter3.org

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New Jersey After 3, Inc.

32 Spruce Street
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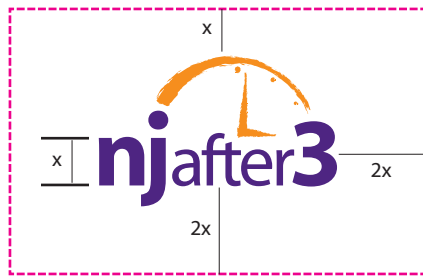
*All information in this Style Guide is current as of July 2005. **NJ after 3** plans to move to a new office in August 2005, so any contact phone numbers and addresses will change effectively.*

*All art direction concerning the visual identity of **NJ after 3** is subject to change.*



1.375"

standard size



standard size with exclusion zone



.5"

minimum size



unacceptable alterations of logo

Size and layout

This is the logo applied to all **NJ after 3** communications and literature.

The **NJ after 3** logotype must be used together with the graphic clock symbol in this combination at all times.

The size of the logo will depend on the size of the medium; however, the standard size for most hand-held printed literature should be 1.375" x .875".

Maintaining a clear space around the logo is necessary to maximize its impact. No other graphic element, color or trim should encroach this space.

The logo has a minimum size of application to ensure clarity.

All reproductions of the logo must avoid distortion of the logo. Any and all alterations of the logo size must be done using a uniform scale.

Any alteration of the logo's ratio, color or elements is prohibited.



2.25"

standard size with tagline



1.675"

minimum size with tagline

*dedicated to expanding afterschool
opportunities for New Jersey's kids*

standard tagline

expanding afterschool opportunities

abbreviated tagline

Logo with Tagline

When appropriate, the logo may also appear with the approved **NJ after 3** tagline.

In most circumstances, the tagline appears below **NJ after 3** logo. Great care should be given so that the tagline appears at a readable size. The minimum size for the tagline is 6 pt.

When the tagline is needed but space limitations do not allow the tagline to appear below the logo, the tagline may appear separate from the logo on its own.



unacceptable color alteration of logo

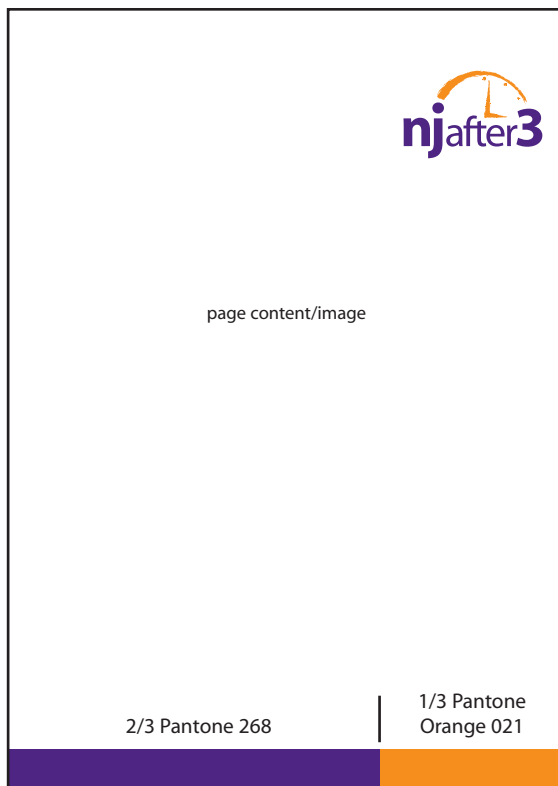
Color scheme

Whenever possible, the logo prints in the 2 adopted colors of **NJ after 3**: Pantone 268 and Pantone Orange 021. Please see color specifications for a list of acceptable colors.

When printing in black and white, the logo-type should appear 100% black and the clock graphic should appear at 50% black.

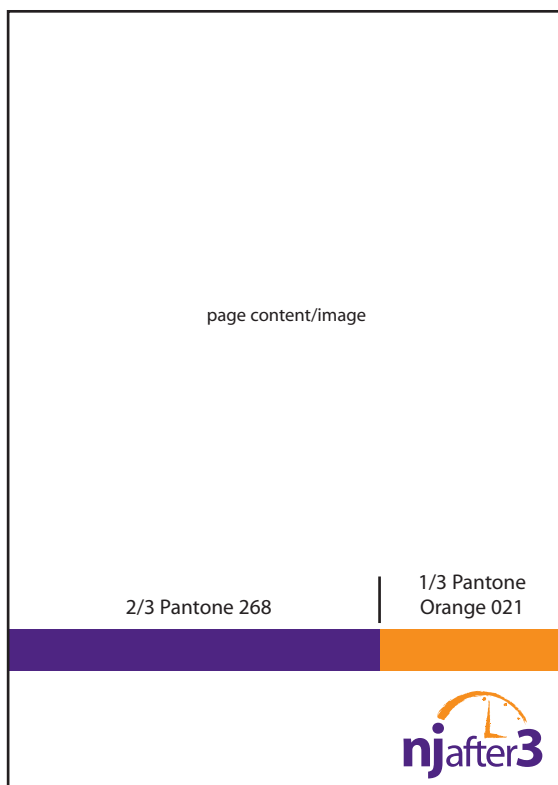
In special situations, the logo can knockout white on either a violet, orange or photographic background.

Any alteration of the logo's ratio, color or elements is prohibited.

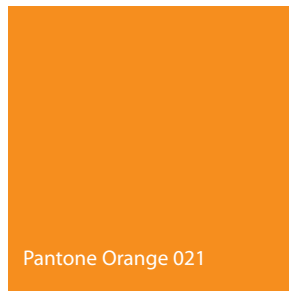


Color bar

To reinforce the color scheme of **NJ after 3**, a color bar can be used at the bottom of the given space in combination with the logo at the top or bottom of the given space. The bar should be 2/3 Pantone 268 and 1/3 Pantone Orange 021.

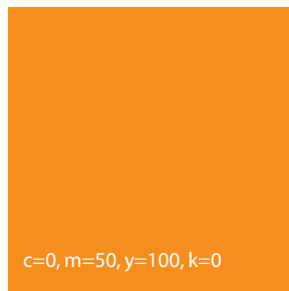
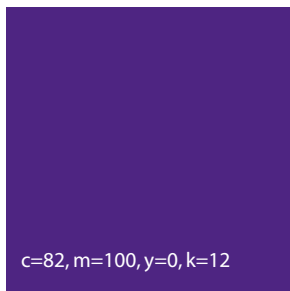


Spot Color Printing

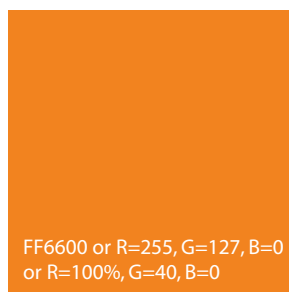
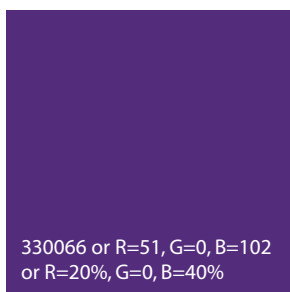


The color scheme of **NJ after 3** is Pantone 268 complemented by Pantone Orange 021. This page lists the exact color specifications which should be followed based on the application or printing process.

4 Color Process Printing



Web Safe Screen Colors



Myriad Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Light Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Myriad

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Myriad Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Myriad Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Minion

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Typefaces (fonts)

These are the only typefaces which may be used on **NJ after 3** material.

Myriad and Myriad Light are generally used for extended pieces of text.

Myriad Bold can be used for callouts or for emphasis.

Myriad Bold Italic can be used for headlines, headings or for emphasis.

Minion can be used for extended pieces of text, or when a serif typeface is preferred.

Minion Bold can be used for emphasis.

dedicated to expanding afterschool opportunities for New Jersey's kids

dedicated to expanding afterschool opportunities for New Jersey's kids

dedicated to expanding afterschool opportunities for New Jersey's kids

acceptable



not acceptable

Type and Color

When color type is desired, the type should be set Pantone 268 on a white background. Pantone Orange 021 is not recommended for type.

All type appearing over a color background should appear in white only. Color type should never appear on a second color background.

Your child's education shouldn't have to end at 3:00.

Mission Statement

New Jersey After 3, Inc. is a private, non-profit organization dedicated to expanding after-school opportunities for New Jersey's kids. Our vision is that all New Jersey children will have the opportunity to participate in high quality, comprehensive, structured, supervised and enriching after-school activities.

Looking for a great career opportunity?

NJ after 3 is looking for people committed to helping develop the best after school programs possible for New Jersey's kids. At **NJA3** we mobilize resources — public and private — to help non-profit organizations partner with public schools in providing after school programs that enrich and enhance kids' lives. If you have experience with after school programs or grant writing, and have an interest in helping us achieve our mission, we'd love to hear from you!

New Jersey After 3, Inc., formed in 2004, is the nation's first statewide public/private partnership to fund after school programs. Funded by an initial \$15 million dollar FY 2005 State budget appropriation, **NJ after 3** is a 501(c)(3) non-profit organization established as a public-private partnership to make resources available to after-school programs throughout New Jersey. With a dedicated Board of Trustees drawn from business, education and other non-profits, **NJ after 3** is uniquely positioned to identify and attract resources, both public and private, to high quality after-school programs.

New Jersey After 3, Inc.
32 Spruce Street
Paterson, NJ 07501

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Typesetting Examples

Myriad Bold Italic

Myriad Bold Italic

Myriad Bold & Myriad Light

Myriad Bold Italic

Myriad Bold & Myriad Regular

Minion Bold & Minion Regular

Myriad Bold & Myriad Light

2 in.

Board Members

Ralph Izzo, Chair
President and CEO,
PS&G

Gloria Bonilla-Santiago, Vice-Chair
Distinguished Professor,
Rutgers, The State University
of New Jersey

Doug Kennedy, Treasurer
Chairman,
North Fork Bank, Fleet New Jersey

David Cohen
Vice President,
Comcast Corporation

William Colon
Director,
Latino Institute of New Jersey

Larry Downes
Chairman and CEO,
New Jersey Resources Corporation

Diane Genco
Executive Director,
New Jersey School-Aged
Care Coalition

Charles Handwick
Senior Corporate Vice President,
Pfizer

Mel Hill
Executive Director,
New Jersey Alliance of YMCAs

Nilda Pimentel
President & CEO,
Hispanic Christian Community
Action Center

Charles Rubin
Director,
New Jersey Alliance
of Boys and Girls Club

Pat Ryan
Community Volunteer,
Prudential Financial

Ivan Seidenberg
Chairman and CEO,
Verizon

Billy Sumas
Executive Vice President,
Village Supermarkets

Joe Taylor
President & CEO,
Matrix Development

Michelle Tuck-Ponder
Acting Director,
Girl Scouts of Delaware Raritan

Troy Vincent
Cornerback,
Buffalo Bills

Day Month Year

Mr. Sample A. Sample
Any Company, Inc.
65 Any Street
Anytown, NY 00000

Dear Mr. Sample:

This letter demonstrates the solid black letter format which has been adopted as a standard for all correspondence by NJ after 3.

First, the letter should always be set with Myriad 12 pt. In Microsoft Word, set the default for the left margin to 2 inches, the right margin to 1.75 inches, the top margin to 2 inches and the bottom margin to 1 inch. The paragraphs should be either flush left, rag right or justified.

The inside address is single spaced two lines below the date. The salutation is double spaced below the inside address. The body of the letter is double spaced below the salutation. Paragraphs are single spaced and double spacing is used between paragraphs with no indentations.

The complimentary close is double-spaced below the last paragraph of the letter. Leave four spaces for the sender's signature; the sender's name and title are entered in two single-spaced lines.

2 in.

Cordially,

Mark Valli,
President

1 in.

New Jersey After 3, Inc. 32 Spruce Street Paterson, NJ 07501 T (973) 413-1644 F (973) 413-1640 W www.njafter3.org

Letterhead

Letters appear as follows with all text appearing within the margins shown. Text should be in 10-12 pt Minion or Myriad.

1.25 in.

1.75 in.

1 in.

1.75 in.

2 in.

1 in.

Letterhead (50% actual Size)

Continuous sheet (50% actual Size)

Business Cards

Shown actual size.

dedicated to expanding afterschool opportunities for New Jersey's kids



Mark Valli *PRESIDENT*

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T [973] 413-1603 **F** [973] 413-1602 **E** mvalli@njafter3.org
www.njafter3.org

dedicated to expanding afterschool opportunities for New Jersey's kids



Anne Thompson

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T [973] 413-1603 **F** [973] 413-1602 **E** athompson@njafter3.org
www.njafter3.org

dedicated to expanding afterschool opportunities for New Jersey's kids

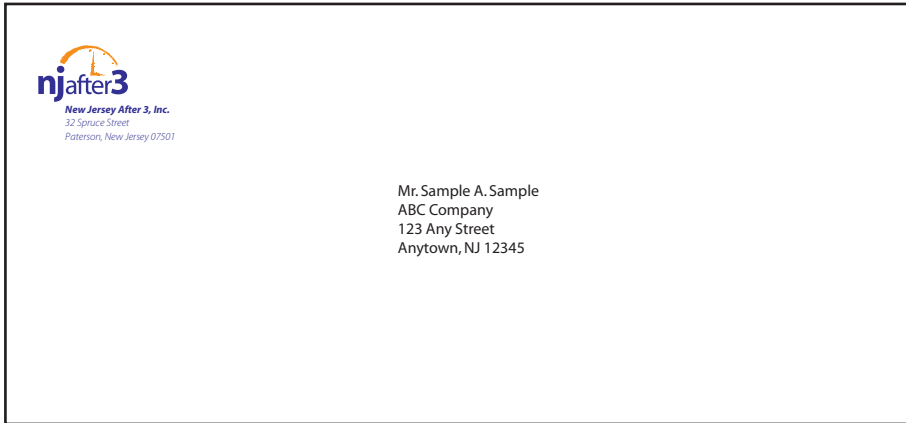


Mayra Ramirez

New Jersey After 3, Inc. 32 Spruce Street Paterson, NJ 07501
T [973] 413-1603 **F** [973] 413-1602 **E** mramirez@njafter3.org
www.njafter3.org

Envelope

Shown 50% actual size.



Website Example



Poster Example



At NJ after 3, we're dedicated to expanding after-school opportunities for New Jersey's kids. Our vision is that all New Jersey children will have the opportunity to participate in high quality, comprehensive, structured, supervised and enriching after-school activities.

To learn more about the programs **NJ after 3** offers in your community, please call [973] 413-1603 or visit our website at www.njafter3.org.





Brochures Example



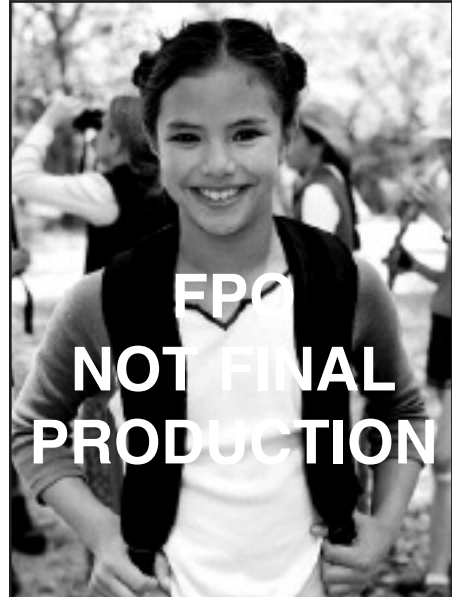

**FPO
NOT FINAL
PRODUCTION**

*Applying for
Grants & Funding*



**FPO
NOT FINAL
PRODUCTION**

*After-school
programs*



**FPO
NOT FINAL
PRODUCTION**

*Partnership
opportunities*

