



BOLD LANSING

EVERYONE DESERVES TO DREAM BIG.

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BELIEVE

The journey with BOLD Lansing begins with two simple beliefs: that you are **worthy** of having goals and capable of achieving them. Once you believe, we provide any support you may need.

OPTIMIZE

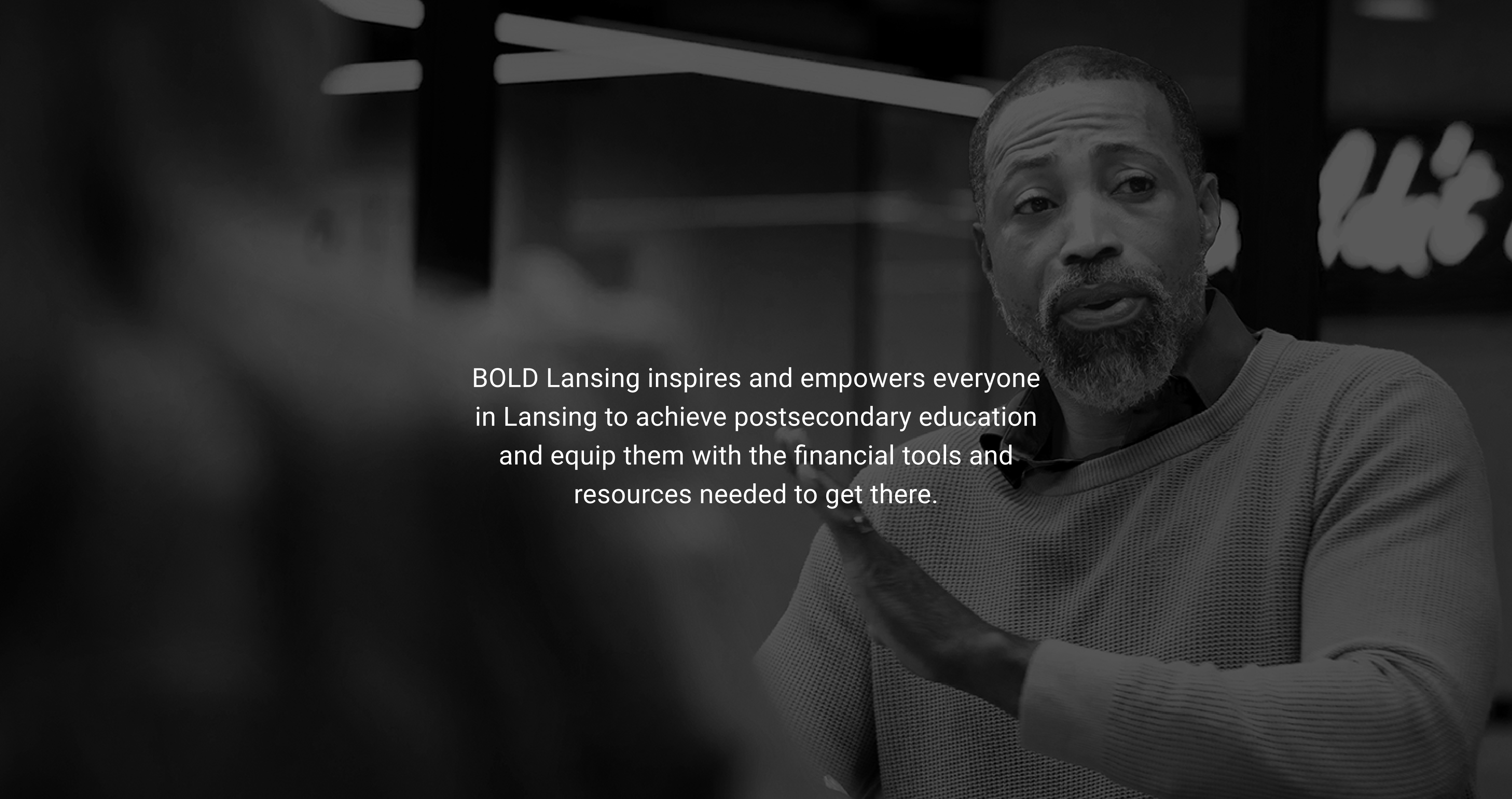
We optimize your potential by providing the resources **necessary** to unlock your **natural** capabilities, and make the most effective use of the financial and educational resources available.

LEARN

A commitment to education sets the foundation for BOLD Lansing's work. We **believe** in the power of learning; no matter where you're at in life, we'll help you get to the next step.

DREAM

Setting ambitious goals should not be limited to those **born** with the resources **necessary** to reach them. Dreams come in all shapes and sizes, and our services acknowledge everyone's right to dream and achieve.



BOLD Lansing inspires and empowers everyone
in Lansing to achieve postsecondary education
and equip them with the financial tools and
resources needed to get there.



OUR VISION

Students and families living and attending school in Lansing truly believe that postsecondary education and a strong financial future are attainable possibilities. They think beyond the “now” and expand their outlooks so that they can achieve more, one step at a time. They feel empowered and are inspired to take action for themselves.

The local partners that make up this network will consistently collaborate to increase efficiency, streamline processes and empower students and families in Lansing to achieve their own definitions of success.

Decision-makers across Lansing will recognize BOLD Lansing as leading advocates for the city’s families. Lansing residents will choose to attend Lansing School District because of these opportunities for growth.

In the long term, Lansing as a whole will prosper, both economically and socially, from a more educated, financially empowered workforce; expanded opportunities; and BOLD Lansing’s ripples of impact.

OUR VALUES

EMPOWERMENT

We equip families with the resources they need to build a solid financial future for themselves, rather than taking over and doing this for them. This way, they gain skills that carry on for a lifetime.

EQUITY

We believe that dreaming of a better future should not be a privilege. We break down systematic barriers to educational access and financial security because big goals should not be limited to those who can afford to take a leap of faith. With the right planning and support, everyone's dreams are attainable.

CONNECTION

We build trust by cultivating long-term relationships with students and families through their entire K-12 experience and beyond. By making close connections with these families, we are able to better understand their unique goals and help develop individualized plans for their future.

ACCESSIBILITY

We simplify tools and resources into bite-sized segments so that families are able to achieve long-term goals one step at a time—because barriers to knowledge are barriers to equity. At the same time, we maintain an inclusive, welcoming environment where families of all backgrounds are welcome. There is no wrong door to reach us.

TONE OF VOICE

bold, innovative, versatile, accessible, simple,
empowering, approachable, trustworthy,
inspirational

TARGET AUDIENCE

Students and families who collaborate with BOLD Lansing are ready to take manageable steps that add up to big moves. These families are making a smart decision to create a stronger future for not only themselves, but for generations to come.

BOLD Lansing targets all K-12 students and families in Lansing: all backgrounds, ages, socio-economic statuses and cultures. More specifically, this includes first-generation college-going families, non-English speaking families, those looking to improve their financial situation, and those who may have grown to distrust financial institutions.



PURPOSE

To build a strong financial and educational future for our children and our community.

POSITIONING/USP

BOLD Lansing convenes the strengths of a network of local partners to support Lansing students and families through all stages of education, financial stability and upward socio-economic mobility.

OUR PROMISE

BOLD Lansing provides step-by-step guidance on educational attainment and financial security that families living and attending school in Lansing can trust; they can rest assured knowing that, with BOLD Lansing's guidance, they are a little closer to their dreams than they were yesterday.

OUR PARTNERS



A savings program that automatically enrolls all incoming Lansing School District Kindergarteners with an account at MSU Federal Credit Union, and provides them with opportunities to contribute throughout their school years, earn incentives, and provide the community to contribute so they can save for college. The account is opened at kindergarten enrollment, and MSUFCU seeds each account with the first \$5.



Mayor Schor and his administration believe that financial empowerment is economic development at the household level. To that end, the Office of Financial Empowerment (OFE), a component of the Department of Neighborhoods & Citizen Engagement, works to provide Lansing residents with the tools necessary to increase financial capability and economic mobility.



Supports students' dreams with career pathways that will foster their interests and skills, and provide a competitive edge. The career pathways are based on high-demand careers that will foster students' interests and skills — giving them a competitive edge in jobs, learning, and life. In the district, students can start pursuing their dreams in their early years (K-3) with career awareness activities, further explore career pathways in the middle grades (4-6) and receive real-world learning experiences in high school that will turn their dreams into a career opportunity by graduation.

OUR PARTNERS



Michigan State University Federal Credit Union serves as the official financial education partner with BOLD Lansing through the Lansing SAVE program. Lansing SAVE is a savings program that automatically enrolls all incoming Lansing School District Kindergarteners with an account at MSU Federal Credit Union. This also provides students with financial education from MSUFCU Financial Educators and opportunities to contribute funds throughout their careers as Lansing School District students so they can easily save for postsecondary education.



The Financial Empowerment Center provides free one-on-one financial counseling. They work with clients to help them establish or improve a credit score, open a safe and affordable bank account, reduce debt and save for an emergency. Free financial counseling can help parents plan for their children's postsecondary education expenses and can help college students make strong, healthy financial decisions during the transition time to financial independence.



A 501(C)(3) basic-needs provider serving the vulnerable populations within our community with an emphasis on access to medical care, mental health services, food, and financial counseling. CRCC was opened in 1968 to help meet the needs of the poor, the vulnerable, immigrants, migrants, and all people in need regardless of language or culture.

OUR PARTNERS



A community collaborative dedicated to increasing college attainment in the Lansing region that supports college advisers in each of the Lansing high schools assisting students to navigate the college-going process from applications, scholarships and financial aid, to enrollment in postsecondary degree and credential programs.



A scholarship program offering tuition assistance for up to 16 credits of postsecondary education at Lansing Community College, Michigan State University or Olivet College. All high school graduates within the Lansing School District boundaries are eligible.



The Community Economic Development Association of Michigan (CEDAM) is a statewide non-profit organization that supports its diverse membership to create vibrant, sustainable and resilient communities. CEDAM partners with local communities to develop service integration programs, like BOLD Lansing, in order to improve family financial security and advocate for economic opportunity for all Michigan residents.

CEDAM provides a wide range of technical assistance and support to communities pursuing Children's Savings Accounts, asset-building, financial empowerment, and free tax assistance programs.

THE VISUAL BRAND

THE LOGO

The primary logo should be the main identifier of the brand and should be used most often. The mark has also been provided in a secondary vertical format for flexibility.

The logo is provided in full color, reversed, and black. The logo is preferably used in color, only use black if color is not an option.

To see all versions provided, please refer to the File Directory in the Appendix. All logos are included in four different file types: PDF, EPS, SVG, and PNG. For more information about when to use which format, see the File Type Guide in the Appendix. Each logo is included in three different color spaces: PMS, CMYK, RGB as well as Black and Reversed. For more information about which color space to use, please refer to the Color Space Guide in the Appendix.

PRIMARY

BOLD LANSING

PRIMARY REVERSED

BOLD LANSING

PRIMARY TAGLINE

BOLD LANSING
EVERYONE DESERVES TO DREAM BIG.

PRIMARY TAGLINE

BOLD LANSING
EVERYONE DESERVES TO DREAM BIG.

SECONDARY

BOLD
LANSING

SECONDARY

BOLD
LANSING

SIZING & SPACING

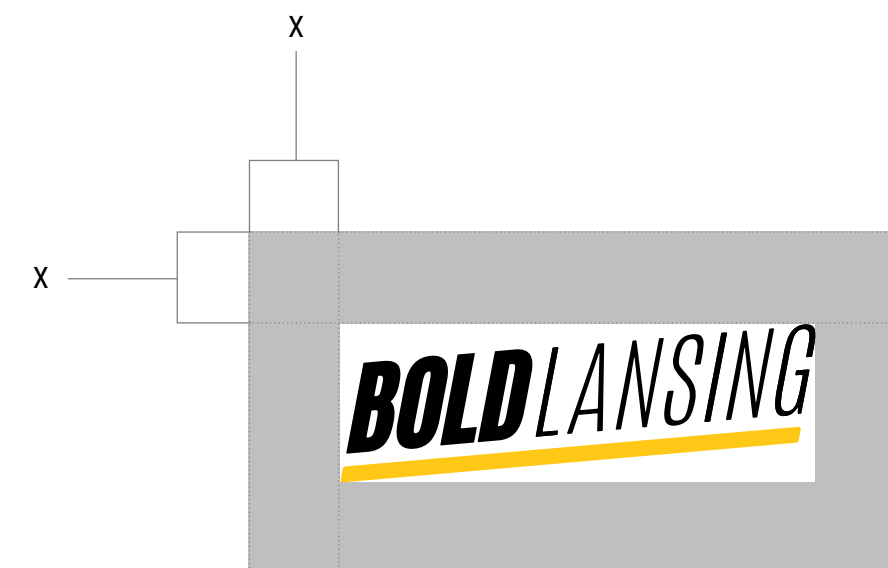
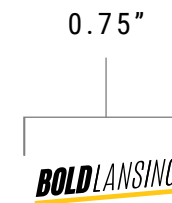
SIZING

Minimum size requirements have been established to ensure legibility of the logo, and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion, and the standards provided within this book. Proportions of the logo should never be altered, not under any circumstances.

*Please note: The logo has been designed to be highly recognizable, even at smaller sizes. When using the logo, keep in mind **it does not need to be larger in order to be effective**. Ample amounts of space around the logo improves visibility and allows it to stand out properly.*

SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the B. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).



CO-BRANDING

LOGO DOMINANCE (PARTNER LOGOS)

When using the BOLD Lansing logo with the partner logos, the BOLD logo must be treated as an umbrella to the other organizations. The BOLD logo must clearly be the dominant logo because it is the encompassing organization.

LOGO EQUITY

When the BOLD Lansing logo must be used with other logos, ensure the sizing and spacing requirements from the previous page are met. Align the logos to a center axis and optically balance the logos in size.

BOLDLANSING



LOGO MISUSE

The composition of a logo is very specific, and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS



DROP SHADOW



WRONG COLOR



DISTRACTING BACKGROUND



COLOR PALETTE

The BOLD Lansing brand is comprised of three colors—yellow, black, and aquamarine. Always use the color breakouts shown at right. Yellow and black are the primary colors, and aquamarine is to be treated as the accent color.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, RGB, black, and reversed. Use the full-color/4 color/CMYK logo when printing digital or 4 color offset.

Use RGB colors only for Web, television, or other “screen” devices. RGB color breaks are much more limited than full color/4 color/CMYK color breaks and, therefore, these tones may vary widely from the printed colors.

Please note: Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Redhead Design Studio at 517.853.3681 for guidelines.

YELLOW

PMS: 109 U

CMYK: 0, 22, 97, 0

RGB: 255, 200, 23

BLACK

PMS: N/A

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

AQUAMARINE

PMS: 305 U

CMYK: 52, 0, 22, 0

RGB: 95, 222, 217

TYPOGRAPHY

It is important for brand recognition to keep typography consistent across all materials. The Roboto font family has been selected as the primary typeface for the brand. This typeface can be used for headlines, on business cards, or other marketing materials. Both [Roboto](#) and [Roboto Condensed](#) can be downloaded for free from Google Fonts.

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

Roboto Condensed Light
Roboto Condensed Light Italic
Roboto Condensed Regular
Roboto Condensed Italic
Roboto Condensed Bold
Roboto Condensed Bold Italic

FILE DIRECTORY



EMP_PRIMARY



EMP_PRIMARY_REVERSED



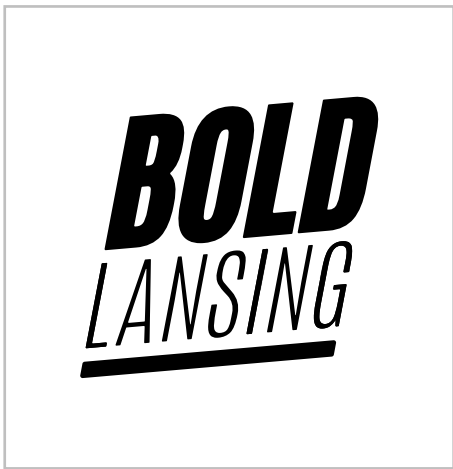
EMP_PRIMARY_BLACK



EMP_SECONDARY



EMP_SECONDARY_REVERSED



EMP_SECONDARY_BLACK



EMP_PRIMARY_TAGLINE



EMP_PRIMARY_TAGLINE_REVERSED



EMP_PRIMARY_TAGLINE_BLACK

Please note: All marks shown in the File Directory (excluding black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and an .svg.

COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

Black: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

Reversed: Files in Reversed color space should be used when printing or displaying the logo on a dark color.

FILE TYPE GUIDE

There are four different file types included in each logo color space folder. See below for usage situations.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. PDF files should be used when files need to be read but not edited by the receiver. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a website or a social media graphic. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.