



KIPP: BRAND GUIDELINES

Dear Team and Family:

At KIPP, we have bold goals. To reach those goals, we need to inspire students and families to entrust their education to us, teachers and leaders to join us, funders to invest in us, and colleges and community organizations to partner with us. We can only do that if we have a strong, recognizable, credible brand.

We build—and leverage—that brand strength, recognition, and credibility by being authentic, intentional, and consistent in all of our communications.

To that end, we're excited to introduce you to the KIPP Brand Guidelines. This document is designed to be a collective resource for big KIPPsters—both seasoned and new—a starting place and point of reference as you communicate about KIPP. You can find additional brand resources at www.kipp.org/brand.

Thank you, as always, for your tireless efforts to support our students and communities and for being a KIPP brand champion!

A handwritten signature in black ink, appearing to read 'Richard Barth', with a stylized, cursive script.

Richard Barth
Chief Executive Officer
KIPP Foundation



A BRAND ISN'T JUST A LOGO.

A brand is the sum of all touchpoints, both active and passive. In a crowded marketplace, people fall in love with brands, trust them, and defend their reputation to others.

Every conversation that you have with someone about where you work is a touchpoint for KIPP's brand.

And what you say affects our students.

WRITING & SPEAKING

CREDOS & SLOGANS

Actions speak louder than words
All of us will learn
Assign yourself
Be the constant
Build a better tomorrow
Climb the mountain to and through college
Find a way or make one
Knowledge is Power
Prove what is possible
Read, baby, read
Team beats individual
Think like a champion
We are Team and Family

If there is a problem, we look for a solution.
If there is a better way, we find it.
If a teammate needs help, we give.
If we need help, we ask.

Care more than others think is wise.
Risk more than others think is safe.
Dream more than others think is practical.
Expect more than others think is possible.

This is the room that has the kids
Who want to learn to read more books
To build a better tomorrow.

ONE-LINER

(ANSWER TO THE QUESTION: WHAT IS KIPP?)

KIPP is a national network of charter public schools that prepares students in educationally underserved communities for success in college, career, and beyond.

NATIONAL VISION STATEMENT

Every child grows up free to create the future they want for themselves and their communities.

NATIONAL MISSION STATEMENT

Together with families and communities, we create joyful, academically excellent schools that prepare students with the skills and confidence to pursue the paths they choose—college, career, and beyond—so they can lead fulfilling lives and build a more just world.

PERSONALITY

If KIPP were a person, what would s/he be like?

- Joyful (loving, engaging, fun, positive)
- Equitable (authentic, honest, courageous, affirming, welcoming, kind, generous)
- Learning (self-reflective, inquisitive, humble, rigorous, striving for excellence)
- Transformative (advocate, powerful, bold, champion for social justice)

KIPP ORIGINS

KIPP (Knowledge Is Power Program) began in 1994 with 47 fifth-graders as a college-preparatory program housed within a public middle school in Houston, Texas. The following year, two new public charter middle schools opened in Houston and New York City. By 1999, these original KIPP schools were among the highest-performing schools in their respective communities.

KIPP FOUNDATION

In 2000, Doris and Don Fisher, founders of the Gap, committed philanthropic support to replicate the success of the original KIPP schools. The non-profit KIPP Foundation was originally established to recruit and train outstanding school leaders to open and run new KIPP schools. Today, the KIPP Foundation also develops tools to support excellent teaching and facilitates the exchange best practices and ideas across KIPP schools.

KIPP NETWORK

The first new KIPP middle schools opened as public charter schools in 2001. In 2004, KIPP opened its first elementary and high schools, which paved the way for KIPP to become a full PreK-12 school system. All KIPP schools are locally-run, non-profit organizations and are governed by a board of directors.

IN ADDITION TO THE GUIDELINES ON THE FOLLOWING PAGE, CONSULT THE *CHICAGO MANUAL OF STYLE* FOR GRAMMAR GUIDELINES AND *MERRIAM-WEBSTER'S COLLEGIATE DICTIONARY* FOR GRAMMAR GUIDELINES AND SPELLING PREFERENCES.

GRAMMAR & SPELLING GUIDELINES (FOR PRINT & WEB)

- Knowledge Is Power Program
- KIPPsters
- KIPP Ascend (*no prompt or colon in school titles*)
- KIPP Foundation (*not KIPP National or KIPP Headquarters*)
- KIPP School Leadership Programs (*include an "s" in "programs"*)
- KIPP Through College program (*lowercase "program"*)
- Team and Family (*in body text*)/Team & Family (*in headers*)
- national network of charter public schools (*do not use "chain," "charter management organization," or "CMO"*)
- Doris and Don Fisher; Doris and Donald Fisher Fund
- 2020–21 (*use en-dash between years; do not write 2020–2021*)
- "48 percent" in non-technical, essay-style writing; "48%" in technical reports or headers
- "Forty-eight percent" when written at the beginning of a sentence
- write out numbers one through nine; use numerals for 10 and up
- elementary school (*not primary or early childhood*)
- extracurricular
- students eligible for special education services
- free and reduced price lunch (FRPL) (*use "federal free and reduced price lunch program" in data-heavy reports*)
- fifth grade (*not 5th grade unless used in a header*); 10th, 11th, and 12th grades (*use numerals for 10th–12th*)
- fifth-grade student (*hyphenate grade when used as an adjective*); 10th-, 11th-, and 12th-grade students (*use numerals for 10th–12th*)
- fifth-grader (*spell out first through ninth*); 10th-grader (*use numerals for 10th–12th*)
- pre-kindergarten; PreK; PreK–12 (*use en-dash*)
- high-performing
- non-profit
- educationally underserved
- school leader (*use lowercase for all titles unless it's a proper noun, e.g., teacher; English teacher; principal; Algebra I teacher, but algebra teacher or math teacher*)
- Ima Kippster, Barnard College Class of 2016, KIPP NYC Class of 2012 (*if context of the specific school is necessary, use the KIPP region and high school graduation year in citations OR when there is less room: Ima Kippster, Duke University '15, KIPP Houston*)
- use a single space, not a double space, between sentences

KIPP LANGUAGE DISTINCTIONS

CHARTER AND PUBLIC SCHOOLS

Many people are unaware that charter schools are public schools. KIPP schools are part of the free public school system and work in collaboration with school districts.

Many people are unclear on how charter schools enroll students, assuming there are admissions tests or restrictions. "Open enrollment" can be a confusing term; instead, emphasize that enrollment is tuition-free and open to all students.

STUDENTS

We refer to our students as "students" in formal documents and "KIPPsters" in casual settings. We rarely use "kids" or "children" in formal documents."

COMMUNITIES

We avoid phrases that separate KIPP from our communities and families. Use "educating more than 100,000 students" instead of "serving more than 100,000 students." Use "our communities" instead of "communities we serve."

SOCIO-ECONOMIC STATUS

We use the phrase "students from educationally underserved communities" in general communications. When we need to specify economic status within the context of financial aid policies or fundraising appeals, we use the phrase "students from low-income families."

RACE/ETHNICITY

We use the following distinctions for race and ethnicity: Black, Indigenous, & People of Color (BIPOC), African American (no hyphen), Black (uppercase "B"), Brown (uppercase "B"), Latino, Latina, Latinx, white (lowercase "w"), Asian, Indigenous.

Please note the shift to **BIPOC** from 'People of Color,' which is deliberate, highlighting three key components of American racial and cultural identity:

- It validates the inclusive nature of the uniquely different cultural, political, racial and social experiences of Black people across the African Diaspora (including those who identify as Afro-Latinx, Afro-Caribbean, etc.)
- Centers anti-Blackness as a key component of white supremacy
- Addresses the invisibility of Indigenous communities and their individual experiences

Brown: The term is gaining and refer to individuals who identify as Middle Eastern, South Asian, Pacific Islander, mixed race, multiracial, (non-Black, non-white) Latinx and individuals who do not consider themselves part of the African diaspora.

B vs w: It's is an intentional statement about the importance of uplifting Black and Brown communities and shift the power dynamics. It is an intentional disruption. The difference of using Black vs white is purposefully not consistent.

ALUMNI

Alum: one graduate | Alumni: 2+ graduates

DESIGNING

THE KIPP LOGO

The mark after the letters is called the “prompt” (not a colon).

KIPP:

When placing letters after the logo, the letters should start half the width of the prompt away from it. Letters should be the exact same height as the logo.

KIPP: Hou

The KIPP logo is an artwork file. Often, we hear, “What font is the KIPP logo in?” The KIPP logo is not in any font, and it’s never meant to be recreated by typing it. Unfortunately, over the years many have done so. Keep an eye out for “imposter” logos and correct them when you can.

KIPP: ✓
KIPP: ✗
KIPP: ✗

TRADEMARK COMPLIANCE

The KIPP logo is a registered trademark and must be used properly to maintain trademark protections.

A trademark-compliant KIPP logo requires the following:

- 1) The KIPP logo must be the same height or higher as the words that follow it.
- 2) The KIPP logo must be set horizontally (not turned sideways or set vertically).
- 3) The KIPP logo should never be used on a curve.



PHOTOGRAPHY

KIPP’s photography is action-oriented, capturing a unique moment, feeling, expression, or interaction in which KIPP school leaders, teachers, and students are positively portrayed. It has a photojournalistic style. The photos are bright and use natural light when possible. Sometimes at KIPP, we use photos that are posed or have the subjects looking directly at the camera. But for the most part, we try to only use captured, unique moments that are not posed. We use photos in color, not in black and white. For national printed materials or the national website, we only use photos taken by a high-quality, professional photographer. When possible, we choose photos that use our colors prominently.

When it comes to branding, our photos are among our most prized possessions because they allow us to tell the story of KIPP in a truly authentic way.



Credit photographers when possible. This awesome photo was taken by Ethan Pines.

KIPP COLORS

 85/59/0/22 37/86/148 #255694 PMS: 653 C	 100/84/38/29 23/52/91 #17345B PMS: 533 C	 60/25/0/0 96/162/215 #60A2D7 PMS: 284 C	 32/8/0/0 167/207/238 #A7CFEE PMS: 544 C
 0/63/95/8 226/116/37 #E27425 PMS: 158 C	 0/50/100/0 247/148/30 #F7941E PMS: 144 C	 0/28/100/0 254/188/17 #FEB011 PMS: 1235 C	 2/11/99/0 254/218/0 #FEDA00 PMS: 108 C
 68/0/100/24 67/149/57 #439539 PMS: 370 C	 31/0/100/0 188/214/49 #BCD631 PMS: 382 C	 20/21/21/37 137/128/123 #8D8685 PMS: 415 C	<i>C/M/Y/K, R/G/B, HEX, and Pantone Solid Coated values. Note: use these color values in your everyday Word and PowerPoint documents, as well as in professionally-designed materials.</i>

LAYOUT AND DESIGN

KIPP's design is driven by high-quality photography and typically features few illustrative elements. Artwork is professional, simple, bright, and optimistic. KIPP uses infographics and icons to tell the story of its student achievement data and history.



KIPP's Approach

At KIPP, teachers, students, and families are united around the same goal: college and a choice-filled life.

Our success is driven by:

-  **HIGH EXPECTATIONS**
-  **Curiosity**
FOCUS ON CHARACTER
-  **KIPP THROUGH COLLEGE**
-  **SAFE, STRUCTURED, & NURTURING ENVIRONMENTS**
-  **HIGHLY EFFECTIVE TEACHERS & LEADERS**

[LEARN MORE](#)

TYPEFACE

For designed materials, KIPP uses Whitney or Thesis Sans (sometimes just known as "the sans"). It comes in a variety of weights, from extra light to extra bold. We recommend only using extra bold and all caps for headings.

Whitney Book

WHITNEY BOOK SMALL CAPS

Whitney Bold

WHITNEY BOLD SMALL CAPS

Thesis Sans Plain

Thesis Sans Extra Bold

For non-designed materials (everyday documents and presentations), a common sans-serif font, such as Calibri or Verdana, can be used.

Verdana Regular

Verdana Bold

Calibri Regular

Calibri Bold



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Ethan Pines (cover, page 6, page 7); Rebecca Drobis (page 3)