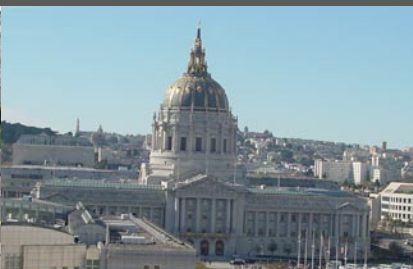




# Seven Tepees Youth Program Graphic Standards Process Book





*A Branding and Corporate Graphics Program  
For Seven Tepees Youth program*

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# Company Profile

**S**even Tepees Youth Program is a non-profit organization that has served the community for several years which works with inner city youth to provide them with the skills necessary for success in life.

## **Mission Statement:**

“Seven Tepees Youth Program is dedicated to impacting the lives of promising inner-city youth. Our mission is to work with urban youth entrusted to our care to foster the skills they need to make lifelong positive choices and to create their own opportunities for success”

## **Philosophy:**

“Our program targets inner city youth and works with them for a period of seven years. We provide them with the building blocks that will help them create positive, successful futures for themselves. Youth are encouraged in social competency, academic skills, healthy self-esteem, exposure to new options, and increased understanding and appreciation of their natural environment. Seven Tepees has received local and national recognition as an innovative youth program and serves as a model to other youth service organizations.”

## **Programs:**

Seven Tepees Youth Program offers mentoring, tutoring for underprivileged youth in the community.

Seven Tepees also offer an after school-learning center, which offers skill workshops, scholarship information, college and career advice, and homework assistance.



## **Original Logo:**

Logo was created to represent the diversity of all seven continents as well as the Native American tradition of connection to nature and the land.

# Samples of Competition's logos



## Mind Map and Initial Roughs

Tepees

Huts - EARTH COLORS  
Brown  
RED  
GREEN  
GREYS

Indians

ARROWS  
Features  
DUFFALO  
TOOLS

ROP  
BASKET  
BAG

LAND NATURE  
Smoke  
MOUNTAIN RANGE

ROCKS  
BIRDS  
EARTH

TARGET

TREES

GRASS, Field

WOOD

Seven

Numbers  
Lines

CHILDREN

- Fun

BOARD GAMES

BASE BALL

FOOT BALL

YOUNG

LEARN ING

BOOKS

Studying

TUTORAS

mentors

Computers

ACTIVE

↳ - one on one

- Adults with children

- pens, pencils

- reading



Tepees.



Youth Program.

# Concept Development



SEVEN TEPEES  
YOUTH PROGRAM



# Final Signature



The signature is the main identifying for Seven Tepees Youth Program. The Primary Signature Shown the left is a Full color logo and should be used when ever possible when using color.

The primary signature consist of the origination name in a circular object with (7) seven tepees in the center in front of an arrow head.







The Secondary Signature is a black and white version of the color logo. One main difference is the initial tepee. The black and white version of the signature is to be used only as a second choice and were full color is not utilized in printed material.

# Signature Colors

The main colors used in the signature are shown below. These colors should not be modified or changed.

When working with print or web it is a good idea to use the following pantone colors as part of the color scheme. The only exception is the red to yellow gradient on the first tepee.

-  Pantone 425
-  Pantone 202
-  Pantone 429
-  Pantone 1405



## Signature Size Restriction

It is highly recommended that the signature size be no smaller than 1 inch x 1 inch. Making the logo any smaller than this will distort the name of the organization which is part of the logo as well as take away the detail of the tepees.

1 inch



1 inch

## Typography: Letterhead, & Memos

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Two type faces a serif and sans serif as the primary identifying type faces for the Seven Tepees Youth Program, which when used in conjunction with the primary signatures reinforce the organizations image.

The primary type face is Tekton.

The secondary type face is Times.



## STAFF

**DIANE DODGE**  
Executive Director

**AARON JONES**  
Youth & Family Services Counselor/  
H.S. Program Coordinator

**TRAVIS PORTER**  
Program Coordinator

**KAY KIRCH**  
Academic Service Coordinator

**SIMONE GARRIGUES**  
Expressive Arts Counseling Intern

## DIRECTORS

**JUDGE DANIEL WEINSTEIN**  
President and Co-Founder

**TERI FRANGIE**  
Vice President

**LANA COSTANTINI**  
Vice President (Program)

**DOROTHY KELLY**  
Treasurer

**HOPE PAGE**  
Secretary

**HULLY FETICÓ**  
Co-Founder

**SUSAN BLAKE**  
Media Consultant

**KRISTIN CANAVAN**  
Director

**LANA COSTANTINI**  
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**RYAN FREDERICK**  
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# Logo Applications



