



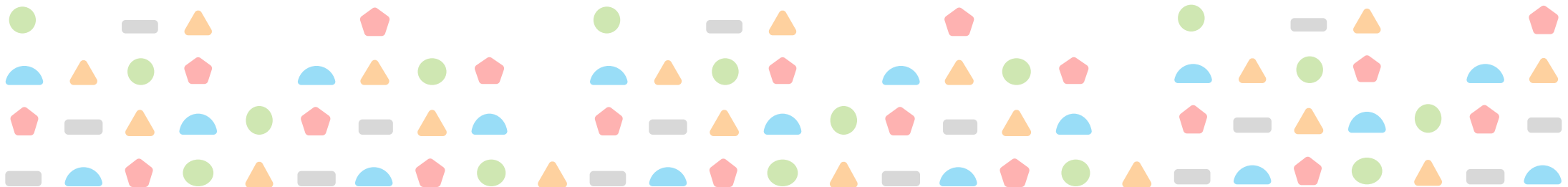
The Fishing School

Brand Manual

Foreward

Over a period of ten weeks, **The Fishing School** collaborated with **Deloitte** and **SCADserve** to redesign their identity and marketing strategies.

We thank The Fishing School along with the Deloitte team for their constant support, guidance and cooperation throughout this wonderful opportunity.



Purpose

The Fishing School Brand communication will need to address diverse donors, customers and users and generate pride amongst internal stakeholders as well as partners for being a part of this empowering educational endeavor. This scenario necessitates consistent communication for The Fishing School Brand to build its brand image and infuse it with brand substance. Guidelines have been designed to help communicate the Brand in a unified manner. The specifications provided do not intend to restrict usage in any way. Rather, they form the basis of achieving accuracy and appropriateness, every time The Fishing School Brand is used.

Disclaimer:

All brand identities, images, illustrations and designs that appear in this manual are for demonstration purposes only and should never be used for final production. None of the examples shown should be used to visually match the brand colors or any of The Fishing School Brand properties for production. Please note that only the master artworks provided in digital format should be used for The Fishing School Brand properties.

These master electronic templates will be provided by The Fishing School Marketing & Communications Department.



Content

1. Brand Philosophy

Brand Vision and Mission	02
Brand Positioning	03
Brand Persona & Values	04
Brand Story	05
Brand Name	07

2. Brand Identity and Usage

Identity Overview	09
Identity Proportions	10
Identity Safe Space	11
Color Variations: Stacked Logo	12
Color Variations: Linear Logo	13
Color Variations: Linear Stacked Logo	14
Minimum Size: Stacked Logo	15
Minimum Size: Linear Logo	16
Minimum Size: Linear Stacked Logo	17
Background Rules	18
Identity Rules	20

3. Other Brand Properties

Symbol	22
Color Palette	23
Brand Logotype	29
Other Typefaces	30
Iconography	31
Imagery	33

Brand Philosophy

Brand Vision and Mission

Vision Statement:

To empower every child in underserved communities to realize their full potential by providing equitable access to innovative, culturally-informed educational programs that inspire leadership, creativity, and a sense of belonging.

Mission Statement:

We are committed to bridging the achievement gap in STEM for children from underserved communities through our transformative afterschool STEAM program. By integrating the power of the Arts and fostering a supportive, nurturing environment, we aim to create opportunities for every child to lead and succeed in a rapidly changing world.

Brand Positioning

- The Fishing School, located in **Washington DC**, primarily serves **K-12 students and families** living in DC's **Wards 7 and 8**, which are described as the **most poverty-stricken** communities in the area.
- The Fishing School has served over **7,600 students** since its **founding in 1990**.
- They serve approximately **400 children** and their families annually.
- In the 2018-19 Academic Year:
 - **44%** of students improved their **math scores**.
 - **57%** of students improved their **reading scores**.
- The Fishing School offers a one-of-a-kind **STEAM program** to it's students for holistic and future-ready development.*

**Contact The Fishing School Team or website to learn more.*

Brand Persona & Values

Equality

Enlightening

Empowering

Nurturing

Transformative

Rooted

Brand Story

In an era where technology shapes the future, the race to become the next groundbreaking innovator is fiercer than ever. But for many children in underserved communities, particularly Black neighborhoods, the race is often over before it begins.

The achievement gap in STEM is stark, with students from these communities lagging behind their peers by nearly a year in educational progress. Despite their dreams and potential, these children face barriers ranging from underfunded schools to a lack of supportive learning environments and persistent social biases. These hurdles start early, often denying them the chance to pursue advanced STEM opportunities later in life. As they struggle to find role models who look like them in these fields, their aspirations are further dampened, making it harder for them to see a future where they can thrive.

Brand Story

At The Fishing School, we carry forward the legacy of our founder, who began this journey over three decades ago with a mission to uplift every child and empower communities. As our city evolves into a hub for technological innovation, we are committed to preparing the next generation of change-makers through our groundbreaking afterschool program. This program delivers culturally-informed, high-impact tutoring that is deeply rooted in the communities we serve.

By integrating the rich heritage of African American culture with the arts, our newly designed STEAM program not only fosters a sense of belonging but also opens doors to crucial opportunities at an early stage. We aim to ensure that our students are not just participants but leaders in the race of life.

We believe great learning begins where children feel safe and supported. With your contribution, we can build that place.

Brand Name

The Fishing School

The Fishing School Brand name was inspired and derived from an old proverb- **'If you give a man a fish, you will feed him for a day. Teach him how to fish, and he will feed himself for a lifetime.'**

Tom Lewis founded The Fishing School with the goal of bringing positive change for the youth of Washington, DC. He started by serving five young children. He believed then, as we do today, that education is the key to breaking the cycle of poverty.

Brand Identity and Usage

Identity Overview



The Fishing School

Stacked Version



The Fishing
School

Linear Stacked Version



The Fishing School

Linear Version

 Artwork Provided

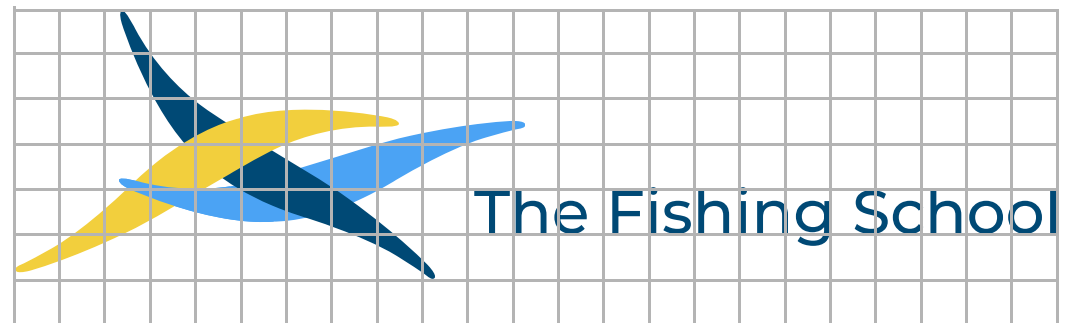
Identity Proportions



Stacked Version



Linear Stacked Version



Linear Version

 Artwork Provided

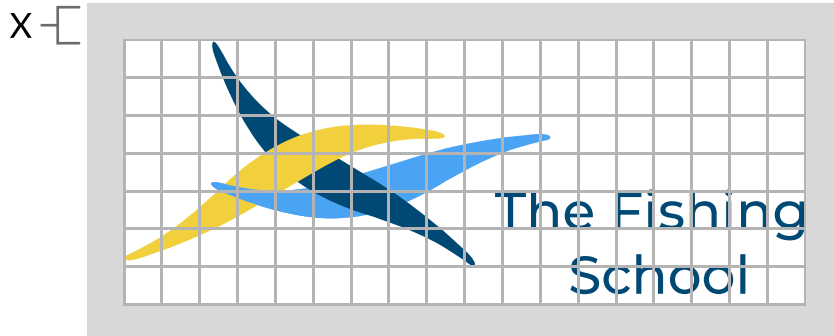
Identity Safe Space

X



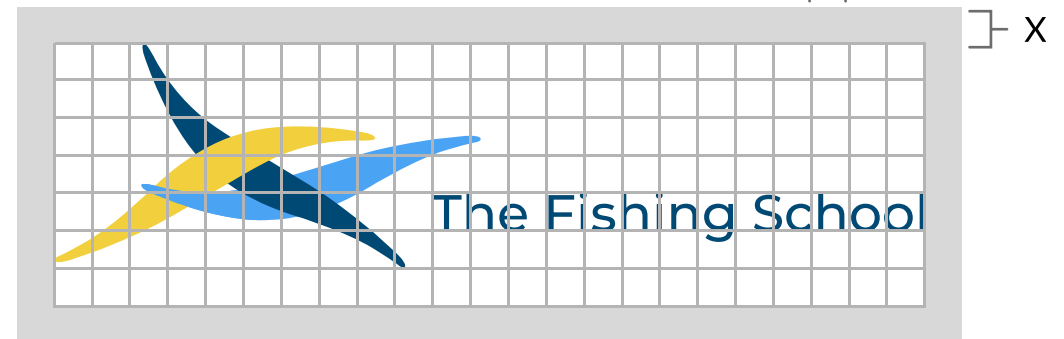
Stacked Version

X



Linear Stacked Version

X



Linear Version

Stacked Identity : Color Variations

 Artwork Provided



Full color logo



Grayscale logo



Full color logo



Grayscale logo Reverse



Single color logo Reverse

Linear Identity : Color Variations



Full color logo



Grayscale logo



Full color logo



Grayscale logo Reverse



Single color logo Reverse

 *Artwork Provided*

Linear Stacked Identity : Color Variations



Full color logo



Grayscale logo



Full color logo



Grayscale logo Reverse



Single color logo Reverse

 *Artwork Provided*

Stacked Identity : Minimum Size

Minimum size: 107 points / 3.77cm



Full color logo



Grayscale logo



Full color logo



Grayscale logo Reverse



Single color logo Reverse

 Artwork Provided

Brand Identity and Usage

Linear Identity : Minimum Size

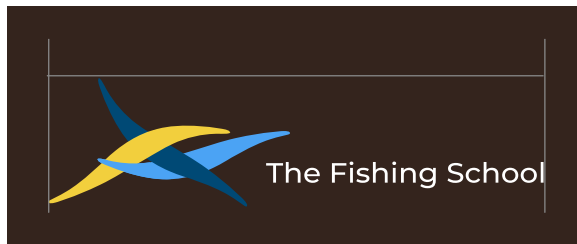
Minimum size: 186 points / 6.56cm



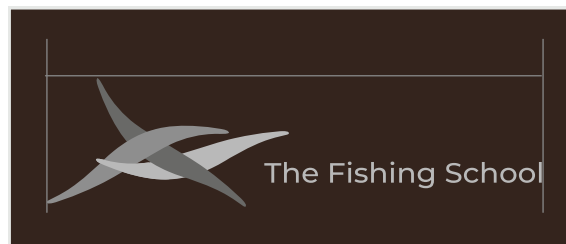
Full color logo



Grayscale logo



Full color logo



Grayscale logo Reverse



Single color logo Reverse

 Artwork Provided

Linear Stacked Identity : Minimum Size

Minimum size: 144 points / 5.08cm



Full color logo



Grayscale logo



Full color logo



Grayscale logo Reverse



Single color logo Reverse

 *Artwork Provided*

Background Rules

Dos:



 Artwork Provided

Background Rules

Don'ts:



Do not use any logo variants on gradient backgrounds of any kind



Do not use any logo variants on images of any kind



Do not use any logo variant on colors other than the ones specified



Do not use low contrast color combinations

Identity Rules



Do not contract or stretch the identity disproportionately



Do not alter the color of logotype



Do not use any single colored version, other than those specified



Do not place the logotype away from the tagline



Do not rotate the identity



Do not re-align the identity with the tagline

Other Brand Properties

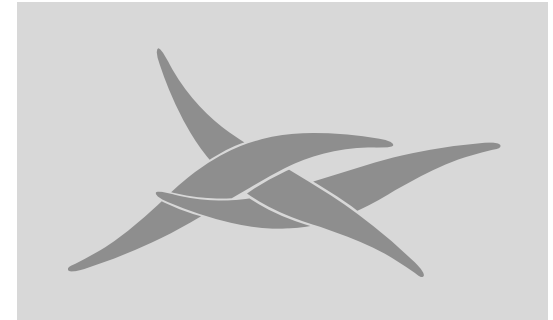
Symbol



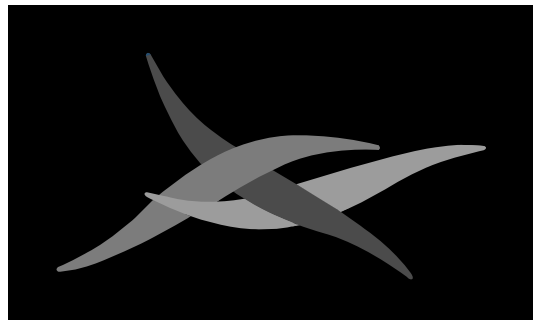
Full color logo



Grayscale logo



Single grayscale logo



Grayscale logo reverse



Single Color logo reverse

 *Artwork Provided*

Color Palette

Saffron
(Primary)



C: 0 M: 15 Y: 68 K: 7
R: 236 G: 201 B: 74
Hex: #ECC94A
Pantone: 122 C

Ruddy Blue
(Primary)



C: 62 M: 27 Y: 0 K: 0
R: 75 G: 163 B: 224
Hex: #4BA3F4
Pantone: 279 C

Indigo Dye
(Primary)



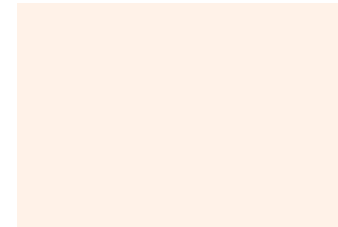
C: 92 M: 69 Y: 35 K: 18
R: 37 G: 78 B: 112
Hex: #004976
Pantone: 7693 C

Bittersweet
(Accent)



C: 0 M: 75 Y: 52 K: 0
R: 255 G: 103 B: 103
Hex: #FF585D
Pantone: 178 C

Linen
(Accent)



C: 0 M: 4 Y: 6 K: 0
R: 255 G: 243 B: 233
Hex: #FFF3E9
Pantone: --

Variants



C: 0 M: 15 Y: 68 K: 7
R: 236 G: 201 B: 74
Hex: #ECC94A
Pantone: 1225 C



C: 3 M: 8 Y: 47 K: 0
R: 248 G: 227 B: 154
Hex: #F8E39A
Pantone: 7401 C



C: 1 M: 11 Y: 73 K: 0
R: 254 G: 221 B: 99
Hex: #FEDD63
Pantone: 127 C



C: 0 M: 16 Y: 91 K: 0
R: 255 G: 209 B: 45
Hex: #FFD12D
Pantone: Yellow 012 C



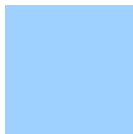
C: 6 M: 24 Y: 100 K: 0
R: 240 G: 192 B: 26
Hex: #F0C01A
Pantone: 7406 C



C: 41 M: 41 Y: 91 K: 13
R: 145 G: 127 B: 59
Hex: #917F3B
Pantone: 105 C



C: 62 M: 27 Y: 0 K: 0
R: 75 G: 163 B: 224
Hex: #4BA3F4
Pantone: 279 C



C: 33 M: 8 Y: 0 K: 0
R: 165 G: 207 B: 238
Hex: #9FD1FF
Pantone: 283 C



C: 49 M: 16 Y: 0 K: 0
R: 123 G: 181 B: 226
Hex: #6CB9FF
Pantone: 292 C



C: 76 M: 44 Y: 0 K: 0
R: 63 G: 127 B: 194
Hex: #1885E9
Pantone: 2727 C



C: 87 M: 55 Y: 0 K: 0
R: 30 G: 111 B: 183
Hex: #1E6FB7
Pantone: Process Blue C



C: 84 M: 58 Y: 27 K: 7
R: 58 G: 102 B: 139
Hex: #3A668B
Pantone: 7699 C



C: 92 M: 69 Y: 35 K: 18
R: 37 G: 78 B: 112
Hex: #254E70
Pantone: 7700 C



C: 38 M: 9 Y: 0 K: 0
R: 150 G: 201 B: 237
Hex: #92CBF8
Pantone: 291 C



C: 82 M: 48 Y: 8 K: 0
R: 48 G: 121 B: 178
Hex: #3079B2
Pantone: 647 C



C: 100 M: 76 Y: 32 K: 17
R: 12 G: 70 B: 112
Hex: #004976
Pantone: 7693 C



C: 97 M: 76 Y: 41 K: 31
R: 19 G: 59 B: 90
Hex: #003B5C
Pantone: 302 C



C: 85 M: 67 Y: 47 K: 37
R: 44 G: 65 B: 82
Hex: #253746
Pantone: 7546 C

Variants



C: 0 M: 75 Y: 52 K: 0
R: 255 G: 103 B: 103
Hex: #FF7276
Pantone: 805 C



C: 2 M: 27 Y: 11 K: 0
R: 244 G: 195 B: 199
Hex: #F4C3CC
Pantone: 699 C



C: 0 M: 57 Y: 33 K: 0
R: 244 G: 138 B: 139
Hex: #FF808B
Pantone: 177 C



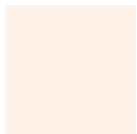
C: 0 M: 93 Y: 85 K: 0
R: 239 G: 56 B: 53
Hex: #EE2737
Pantone: 1788 C



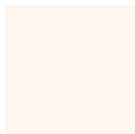
C: 18 M: 100 Y: 100 K: 11
R: 183 G: 31 B: 37
Hex: #AB2328
Pantone: 7621 C



C: 31 M: 90 Y: 81 K: 34
R: 131 G: 43 B: 43
Hex: #7C2529
Pantone: 1815 C



C: 0 M: 4 Y: 6 K: 0
R: 255 G: 243 B: 233
Hex: #FFF3E9
Pantone: --



C: 0 M: 3 Y: 4 K: 0
R: 255 G: 246 B: 239
Hex: #FFF6EF
Pantone: --



C: 0 M: 15 Y: 23 K: 0
R: 254 G: 220 B: 193
Hex: #FEDCC1
Pantone: --



C: 0 M: 24 Y: 38 K: 0
R: 253 G: 201 B: 158
Hex: #FCC89B
Pantone: 712 C



C: 0 M: 32 Y: 53 K: 0
R: 251 G: 185 B: 129
Hex: #FDBE87
Pantone: 713 C



C: 36 M: 43 Y: 54 K: 5
R: 162 G: 137 B: 116
Hex: #A39382
Pantone: 7530 C

S.T.E.A.M Color Palette

Science



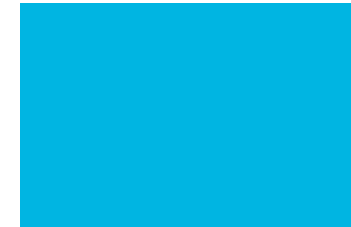
C: 51 M: 1 Y: 99 K: 0
R: 138 G: 196 B: 64
Hex: #8AC440
Pantone: 368 C

Technology



C: 42 M: 32 Y: 33 K: 0
R: 160 G: 160 B: 160
Hex: #9EA2A2
Pantone: 422 C

Engineering



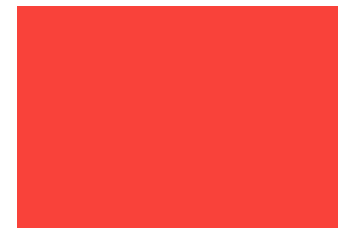
C: 70 M: 15 Y: 0 K: 0
R: 2 G: 172 B: 237
Hex: #00B5E2
Pantone: 306 C

Art



C: 0 M: 55 Y: 100 K: 0
R: 254 G: 140 B: 18
Hex: #FF8F1C
Pantone: 1495 C

Mathematics



C: 0 M: 89 Y: 76 K: 0
R: 254 G: 63 B: 62
Hex: #F9423A
Pantone: Warm Red C

Variants



C: 51 M: 1 Y: 99 K: 0
R: 138 G: 196 B: 64
Hex: #8AC440
Pantone: 360 C



C: 15 M: 0 Y: 42 K: 0
R: 220 G: 233 B: 169
Hex: #DCE9A9
Pantone:



C: 42 M: 0 Y: 87 K: 0
R: 160 G: 205 B: 83
Hex: #A0CD53
Pantone:



C: 60 M: 2 Y: 100 K: 0
R: 116 G: 187 B: 68
Hex: #74BB44
Pantone:



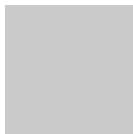
C: 73 M: 25 Y: 100 K: 11
R: 79 G: 136 B: 62
Hex: #4F883E
Pantone:



C: 71 M: 38 Y: 100 K: 28
R: 74 G: 104 B: 48
Hex: #4A6830
Pantone:



C: 42 M: 32 Y: 33 K: 10
R: 160 G: 160 B: 160
Hex: #A0A0A0
Pantone: 422 C



C: 15 M: 11 Y: 12 K: 0
R: 214 G: 214 B: 214
Hex: #D6D6D6
Pantone:



C: 31 M: 24 Y: 25 K: 0
R: 180 G: 179 B: 180
Hex: #B4B3B4
Pantone:



C: 42 M: 34 Y: 34 K: 1
R: 155 G: 155 B: 155
Hex: #9B9B9B
Pantone:



C: 55 M: 46 Y: 46 K: 11
R: 120 G: 120 B: 120
Hex: #787878
Pantone:



C: 64 M: 56 Y: 55 K: 31
R: 85 G: 85 B: 85
Hex: #555555
Pantone:



C: 70 M: 15 Y: 0 K: 0
R: 2 G: 172 B: 237
Hex: #02ACED
Pantone: 2995 C



C: 28 M: 0 Y: 5 K: 0
R: 179 G: 226 B: 239
Hex: #B3E2EF
Pantone:



C: 56 M: 0 Y: 0 K: 0
R: 86 G: 203 B: 245
Hex: #56CBF5
Pantone:



C: 62 M: 7 Y: 0 K: 0
R: 69 G: 186 B: 235
Hex: #45BAEB
Pantone:



C: 80 M: 29 Y: 18 K: 0
R: 20 G: 145 B: 183
Hex: #1491B7
Pantone:



C: 84 M: 46 Y: 37 K: 10
R: 43 G: 111 B: 133
Hex: #2B6F85
Pantone:

Variants



C:0 M:55 Y:100 K:0
R:254 G:140 B:18
Hex: #FE8C12
Pantone: 144 C



C:3 M:13 Y:21 K:0
R:244 G:220 B:198
Hex: #F4DCC6
Pantone: 155 C



C:0 M:37 Y:74 K:0
R:250 G:173 B:89
Hex: #FFB25B
Pantone: 150 C



C:1 M:51 Y:88 K:0
R:244 G:145 B:74
Hex: #FF9E1B
Pantone: 1375 C



C:7 M:66 Y:100 K:0
R:228 G:116 B:37
Hex: #FF8200
Pantone: 151 C



C:25 M:60 Y:100 K:11
R:176 G:110 B:41
Hex: #AF6D04
Pantone: 139 C



C:0 M:89 Y:76 K:0
R:254 G:63 B:62
Hex: #FE3F3E
Pantone: Warm Red C



C:2 M:28 Y:12 K:0
R:244 G:194 B:197
Hex: #F4C2C5
Pantone: 169 C



C:0 M:82 Y:62 K:0
R:241 G:87 B:87
Hex: #FF585D
Pantone: 178 C



C:0 M:99 Y:100 K:0
R:237 G:32 B:36
Hex: #ED2024
Pantone: 185 C



C:17 M:100 Y:100 K:8
R:191 G:32 B:38
Hex: #BF2026
Pantone: 1805 C



C:28 M:94 Y:88 K:29
R:142 G:39 B:39
Hex: #8A2A2B
Pantone: 7623 C

Brand Logotype

The Fishing School

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
.,/!@#\$%^&*()

Montserrat- Semi Bold
(Headings)

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
.,/!@#\$%^&*()

Montserrat- Bold
(Headings- Bigger Surfaces)

 Artwork Provided

Other Typefaces

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
.,/!@#\$%^&*()

Lato - Light Italics
(Subtitles)

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
.,/!@#\$%^&*()

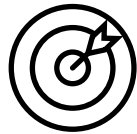
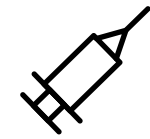
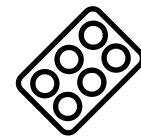
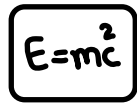
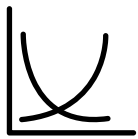
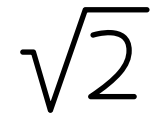
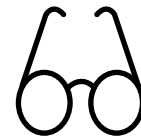
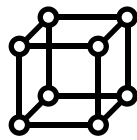
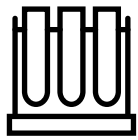
Lato - Regular
(Body text)

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
.,/!@#\$%^&*()

Lato - Bold
(Body text highlights)

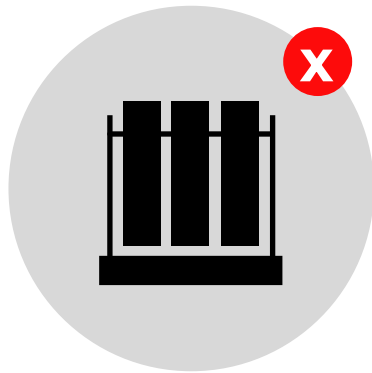
 Artwork Provided

Iconography

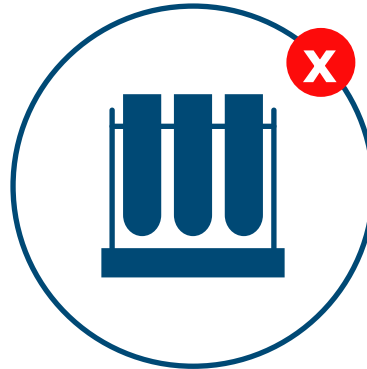


 Artwork Provided

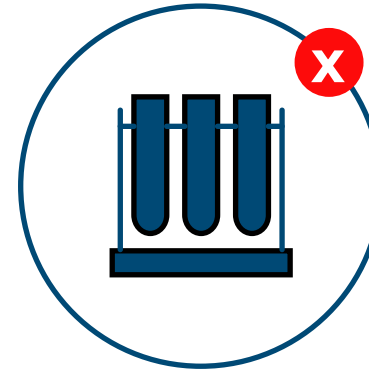
Iconography



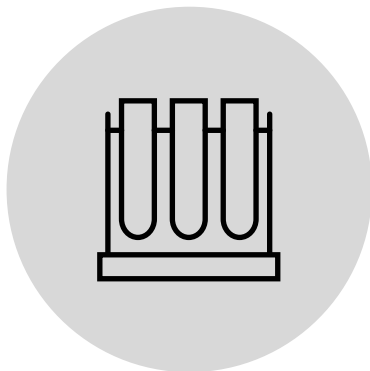
Do not make icons with sharp edges



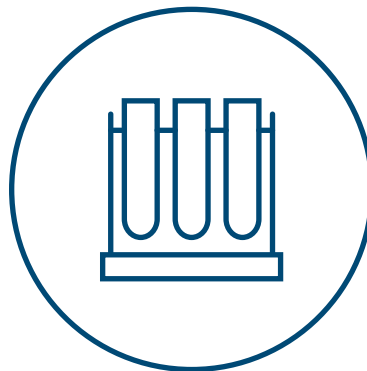
Do not color fill icons



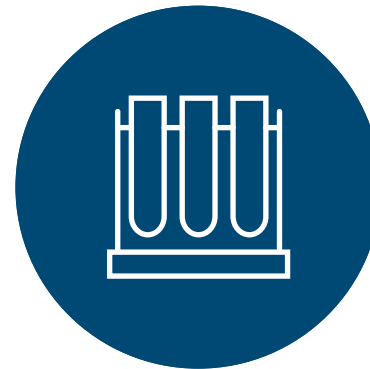
Do not color fill icons with outlines



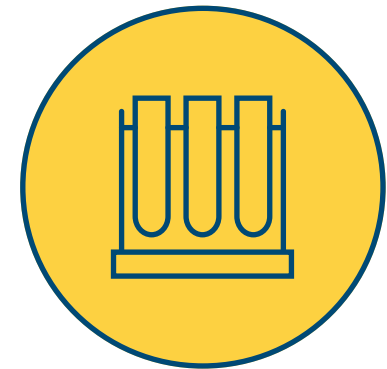
Outlined icons only



Icons within outlined shapes



Outlined icons within color-fill shapes



Outlined icons within color-fill and outlined shapes

Imagery

S.T.E.A.M

- Students participating in S.T.E.A.M activities
- Candid
- Engaging
- Smiling faces
- Variety
- Natural setting

 Artwork Provided



Imagery

Aspirational

- Little to no focus on children or other people
- Bright
- Motivational
- Feel-good
- Positive future

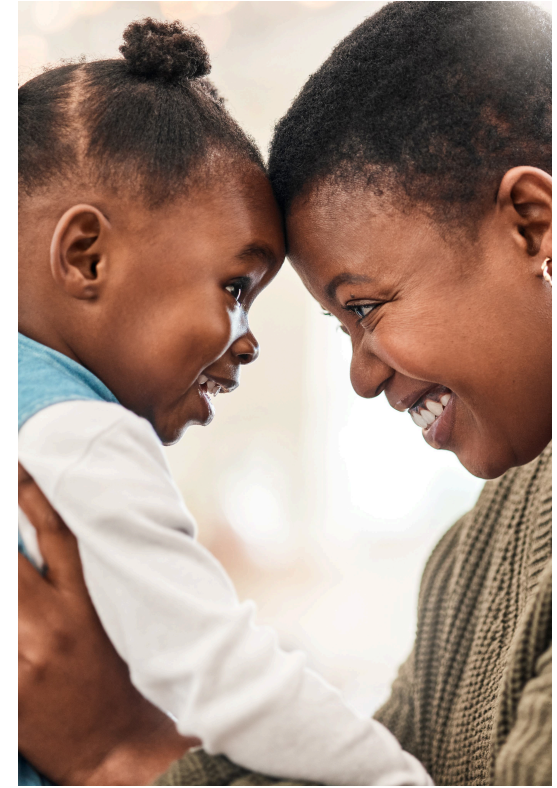


 Artwork Provided

Imagery

Community-Driven

- Togetherness
- Happy faces
- Poses + candid
- Different age groups
- Family and belonging



 Artwork Provided

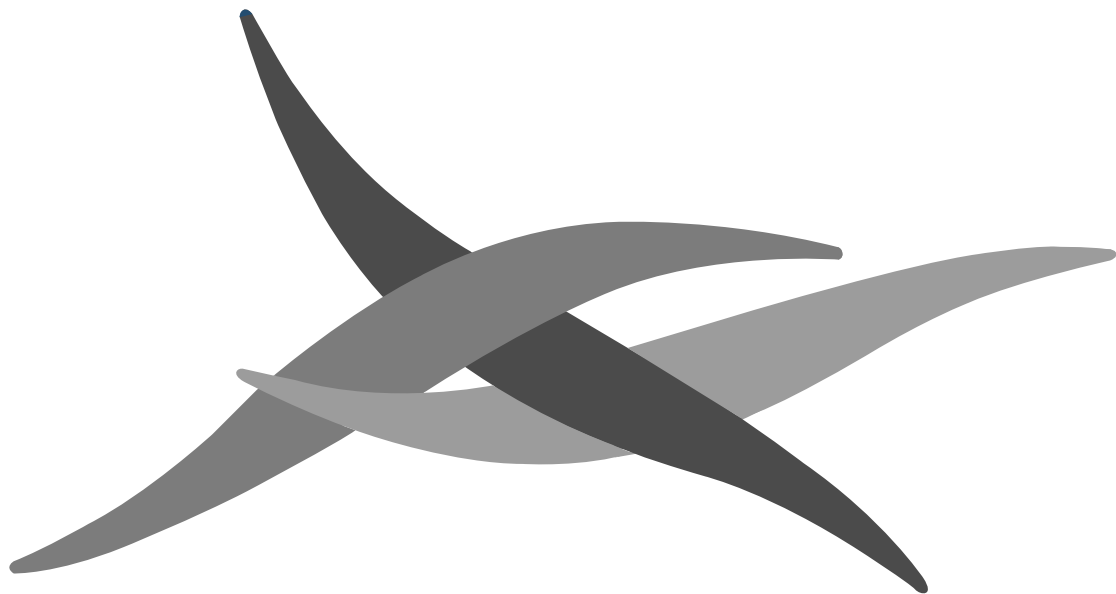
This document was prepared by:



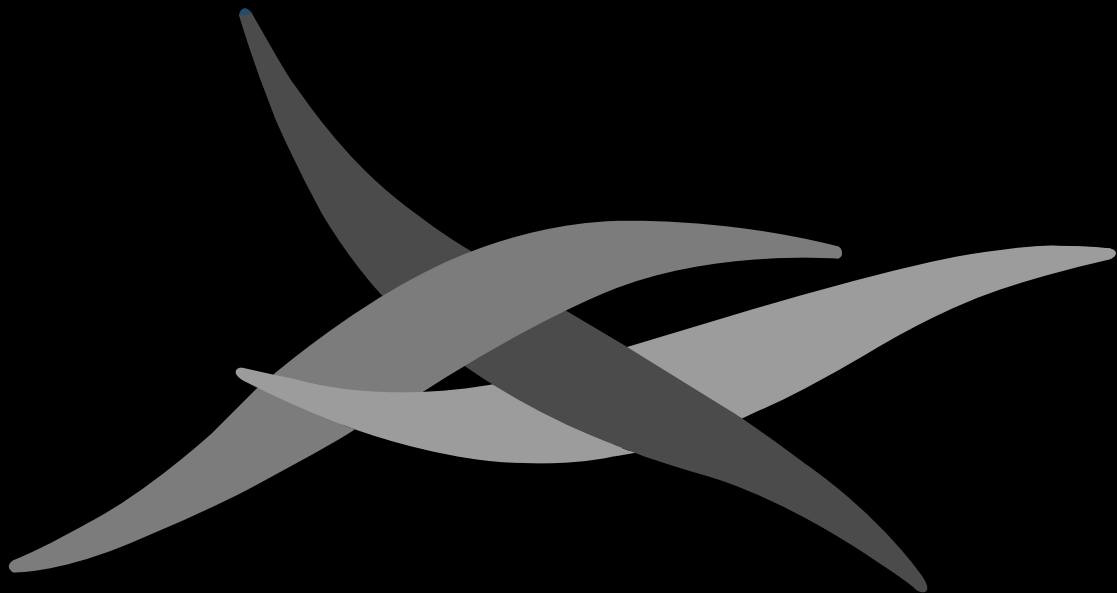
Deloitte.















The Fishing School



The Fishing School



The Fishing
School



The Fishing School



The Fishing School



The Fishing School



The Fishing School



The Fishing School



The Fishing School



The Fishing
School



The Fishing
School



The Fishing
School



The Fishing School



The Fishing School



The Fishing School



The Fishing School



The Fishing School



The Fishing School



The Fishing
School



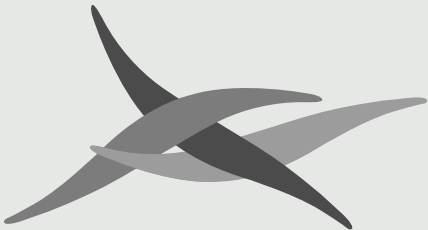
The Fishing
School



The Fishing
School



The Fishing School



The Fishing School



The Fishing School



The Fishing School



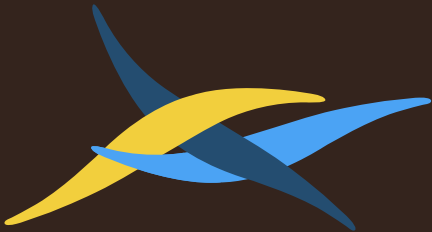
The Fishing School



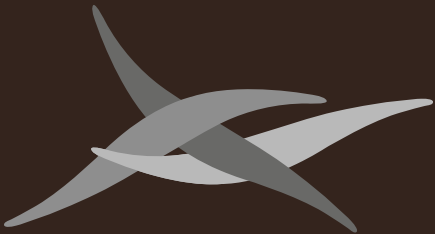
The Fishing
School



The Fishing
School



The Fishing School



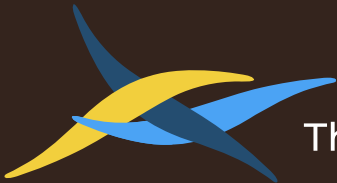
The Fishing School



The Fishing School



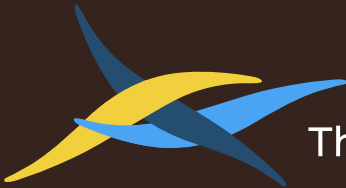
The Fishing School



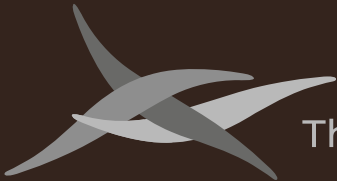
The Fishing School



The Fishing
School



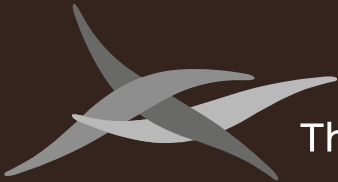
The Fishing
School



The Fishing School



The Fishing School



The Fishing
School



The Fishing
School