

# STYLE GUIDE

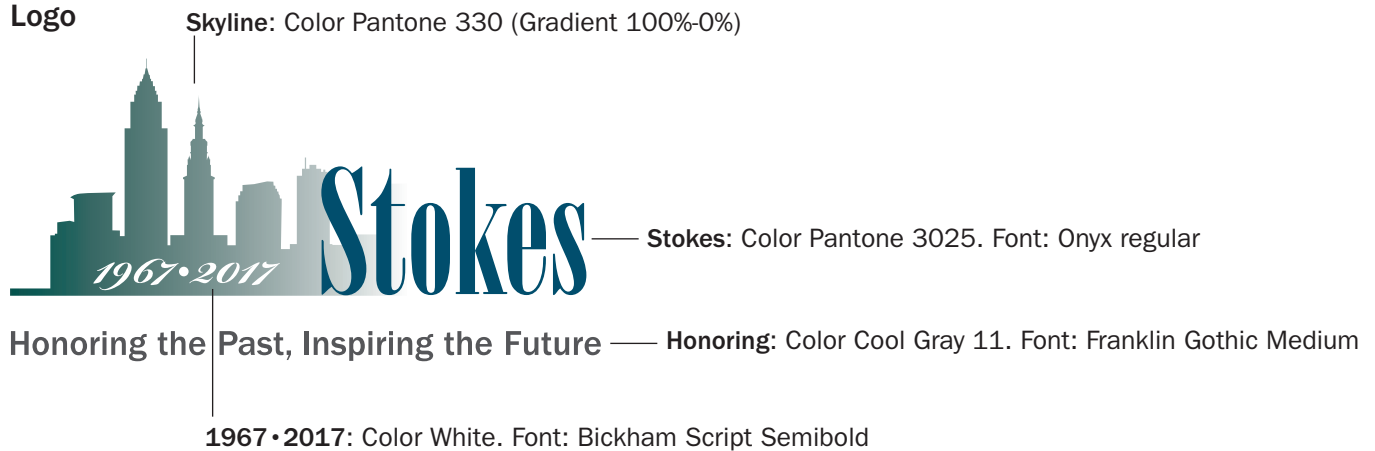
## STOKES: HONORING THE PAST, INSPIRING THE FUTURE

### About This Guide

This document is intended to provide guidelines for discussing “Stokes: Honoring the Past, Inspiring the Future” in printed and digital media, including visual and written standards. It is suggested that the promotion of events connected to the Stokes initiative incorporate these guidelines to the extent permitted by the host organization’s style and graphic standards. Any questions not addressed by this guide may be directed to the contacts on the last page.

---

### Logo



*In print, the Stokes logo should be reproduced from an .eps file or 300 dpi .jpg  
Digital applications, such as web and social media may use a 72 dpi .jpg file*

---

### Colors



**Blue**  
Pantone 3025

**Green**  
Pantone 330

**Gray**  
Cool Gray 11

**Gold**  
Pantone 117

*Any of these colors, including black, may be used to promote Stokes events however gold is not to be used as part of the Stokes logo*

---

### Fonts

#### Logo

**Onyx Regular**  
*Bickham Script Semibold*  
**Franklin Gothic Medium**

#### Body Copy

**Utopia (varying weights)**  
**Franklin Gothic (varying weights)**

# STYLE GUIDE

## STOKES: HONORING THE PAST, INSPIRING THE FUTURE

### Stokes Social Media Template Instructions

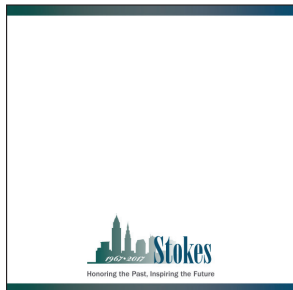
Affiliated organizations and members of the community are encouraged to engage with the Stokes initiative on social media platforms using the hashtag #stokes50cle. Templates are also provided to brand initiatives with the Stokes logo and the affiliate organization, as desired

Please note: User must have Photoshop available to customize the Stokes templates

1. Download the available Stokes Template (.psd file) and save to your computer or desktop
2. Open Photoshop
3. At the top, click File > Open
4. Browse for the Stokes Template on your computer > Select Open
5. Customize the template by adding text, a photo or your logo within the Photoshop Interface
  - a. If a photo covers any of the logos and/or objects, rearrange the layers on the right side within the Photoshop Interface to ensure any added objects are behind the main logos
6. When you have added your text/logo/photo and are finished customizing, select File > Save As
  - a. In the "Save as type:" drop down change "Photoshop (\*.PSD;\*.PDD)" to a JPG or PNG format in order to use on websites and social media. Click Save.

Once you have saved your image, you can use on Facebook, Twitter, Instagram or the web.

Thank you for joining in on the #Stokes50CLE



---

### Website

[stokes50cle.com](http://stokes50cle.com)

---

### Hashtag

[#stokes50cle](https://www.instagram.com/explore/tags/stokes50cle/)

---

# STYLE GUIDE

## STOKES: HONORING THE PAST, INSPIRING THE FUTURE

### Name and Title Usage

On first reference of the initiative, use “Stokes: Honoring the Past, Inspiring the Future” (with quotation marks). On second reference, use the Stokes initiative. Subsequent references may use either the Stokes initiative or the initiative interchangeably.

At first reference, use Mayor Carl Stokes and Congressman Louis Stokes, with titles, unless the titles are otherwise provided by the context. In subsequent references, use Mayor Stokes and Congressman Stokes, respectively.

For other usage, follow Associated Press Style or the style guide of the relevant affiliate organization.

The following boilerplate example is suggested for referencing a community partner’s affiliation to the initiative and providing a brief summary of the initiative.

#### **Boilerplate Paragraph:**

*XYZ Organization* is proud to be a partner in the yearlong, community-wide commemoration of the 50th anniversary of Carl Stokes’ election as mayor of Cleveland. Mayor Stokes and his brother, Congressman Louis Stokes, played key roles in the advancement of the city and the nation through the civil rights movement and beyond. For more information, visit [stokes50cle.com](http://stokes50cle.com)

---

### Affiliated Groups and Individuals

More than 60 organizations and numerous individuals are affiliated with the Stokes initiative in different capacities, including:

- Conveners – Six organizations that have introduced the initiative and play significant roles in overall facilitation
- Honorary Chairs – Notable leaders in the community who have agreed to lend the weight of their names and titles to the initiative
- Chairs – Community leaders who have agreed to provide personal advocacy to the initiative
- Community Partners – Organizations that are hosting or contributing to programming and other outcomes of the initiative
- Sponsors – Organizations and individuals who have provided financial support to the initiative; recognition is based on the level of commitment

For updated lists of the organizations and individuals in these categories, visit [stokes50cle.com](http://stokes50cle.com).

# STYLE GUIDE

STOKES: HONORING THE PAST, INSPIRING THE FUTURE

Should you require support with the style guide please contact:

## **Art and Design**

Eric Wheeler, *Director, Creative Services*  
Cuyahoga Community College  
216-987-3517  
eric.wheeler@tri-c.edu

## **Web and Social Media**

Brittany Bajda, *Manager, Interactive Communications*  
Cuyahoga Community College  
216-987-5747  
brittany.bajda@tri-c.edu

---