



FREEDOM

SCHOLARSHIP SOUTH DAKOTA



2

Brand Story & Promise

3

Brand Tone, Voice & Personality

3

Fonts & Colors

4 – 6

Logo Usage

Brand Story & Promise

When intelligent, driven people have unyielding freedom and a multitude of opportunities, the possibilities are endless. Possibilities that students of all economic backgrounds should have access to. The South Dakota Freedom Scholarship is making that possible by teaming up with a combination of public and private donors to provide funding to eligible universities for students who demonstrate a financial need. At the discretion of the institutions, funds will be distributed from one student to the next, year after year, in hopes of more graduations and more degrees. We are dedicated to the education and success of our students no matter their financial situation and we feel confident in the next generation of South Dakota workforce.

Students need our support. We need our students.
South Dakota needs the Freedom Scholarship.

Voice

Ambitious | Dedicated | Driven | Eager | Innovative | Intentional

The voice of the South Dakota Freedom Scholarship reflects the brand's personality and tone whenever and wherever it speaks. On the website, in emails and even when responding to donors, partners and recipients.

Tone & Personality

Since the South Dakota Freedom Scholarship is a need-based scholarship funded by a combination of public and private donors, its voice should consistently be intentional, approachable and eager. When it comes to establishing donor relationships and growing student participation, the brand voice should convey the importance of the scholarship, its affordability and what it stands for. If the South Dakota Freedom Scholarship was a person, they would be an extroverted force of drive and dedication toward building and sustaining South Dakota's workforce.

Fonts & Colors

Fonts

Headlines

Poppins ExtraBold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy

Poppins Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colors



Freedom Red

#E02A2C

RGB 224 42 44

CMYK 0 96 90 6



Freedom Blue

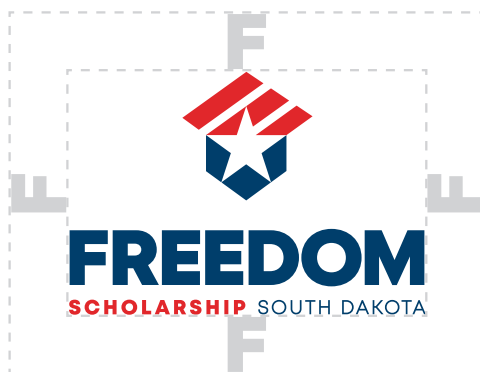
#003F6C

RGB 0 63 108

CMYK 100 58 9 45

Logo Usage

Primary & Stacked with Clear Zones



Minimum Acceptable Size



Icon



Watermark:
White 8%

Logo Usage

Color Options



Logo Misuse



Do not distort or warp the logo in any way.



Do not change the logo colors outside of the brand colors.



Do not rotate the logo.



Do not use the wordmark without the icon.



Do not outline the logo.



Do not change the typeface or recreate the icon.

Contact Information

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www.freedomscholarshipsd.com