



# BRAND STANDARDS

FEBRUARY 2019

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You can find this guide online at: [imaginationlibrary.com/brandguide](http://imaginationlibrary.com/brandguide).  
Questions? Email [marketing@imaginationlibrary.com](mailto:marketing@imaginationlibrary.com).

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# OUR ORGANIZATION



# ABOUT: Our Organization

Dolly Parton's Imagination Library is the flagship program of The Dollywood Foundation. It reaches more children than any other early childhood book gifting program, and mails free, high-quality, age-appropriate books to children from birth until age five, no matter their family's income.

## THE DOLLYWOOD FOUNDATION MISSION

To share the life and legacy of Dolly Parton as an inspiration to all children to Dream More, Learn More, Care More and Be More.

## PROGRAM MISSION

We aspire to firmly establish Dolly Parton and the Imagination Library as the highest quality, most effective, instantly recognized, global book gifting resource that policymakers, early childhood organizations and families trust to help inspire a love of reading and learning in children as we provide the most powerful opportunity for children to dream more.

## CORE VALUES

- Inspire
- Educate
- Support



# ABOUT: Continued

## HISTORY

Dolly Parton's Imagination Library is the flagship program of The Dollywood Foundation. The Dollywood Foundation was created in 1988 by Dolly Parton to inspire the children in her home county to achieve educational success. Initial efforts focused on decreasing the dropout rate in the county's high school. In the early 1990's, Dolly promised every 7th-grade and 8th-grade student \$500 if they successfully graduated from high school. This effort, called the Buddy Program, reduced the dropout rate for these two classes from 35% to 6%. More importantly, the program catalyzed the community to provide additional resources to sustain this improvement in the dropout rate.

In 1995, the Foundation implemented Dolly Parton's Imagination Library in Sevier County, Tennessee. This monthly book gifting program for children under five focused on inspiring a love of books and reading for all preschool children in the county. What was founded as a local program grew into an international movement through the unique partnership among the Foundation, the publisher, the fulfillment centers and the thousands of local organizations who adopted the program. The Imagination Library continues to be the signature program of the Foundation.

The program became such a success that in 2000 a national replication effort was underway. By 2003, Dolly Parton's Imagination Library had mailed one million books. It would prove to be the first of many millions of books sent to children around the world.

Dolly's home state of Tennessee pledged to pursue statewide coverage in 2004 and global expansion was on the horizon. After the United States, the program launched in Canada in 2006 followed by the United Kingdom in 2007. Australia's program was launched in 2013 with the Republic of Ireland joining in 2019.

## LOCATION

The Dollywood Foundation is located in Sevier County, Tennessee. The Foundation houses Dolly Parton's Imagination Library main office. In addition, the Imagination Library partners with local affiliates throughout communities internationally to provide a cornerstone of children's literacy programs.



# OUR IDENTITY



# IDENTITY

We are Tennessee forged; Internationally minded. We stand as a unifying voice for all communities who partner with us to develop and inspire young readers through the Imagination Library. Through this unified spirit, we value consistent and cohesive representation of the Imagination Library brand.

## BRAND NOMENCLATURE

- **Dolly Parton's Imagination Library**

Brand Name - Required use for the first mentioning of the brand on any and all printed pieces and digital assets.

**Incorrect:** Dolly's Imagination Library

**Incorrect:** Dolly Parton's Library

**Incorrect:** Dolly's Library

**Incorrect:** The Dolly Parton Imagination Library

- **The Imagination Library or the Imagination Library**

Acceptable second reference of the brand on any and all printed pieces and digital assets. Use *The Imagination Library* when beginning a sentence or title, and *the Imagination Library* in all other instances.

- **the program or the abbreviation DPIL**

Acceptable third references of the brand on any and all printed pieces and digital assets.

**Example:** "It's through *the Imagination Library* that children are able to enjoy books from birth to age five. Without *the program*, the children may not have access to any books in their community." *DPIL* is a book giving program committed to sharing a love of reading.

- **The Dollywood Foundation**

Acceptable reference for The Dollywood Foundation always utilizes a capital "T".

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- **Using "The" and "the"**

Use "the" before "Imagination Library" when referring to the program or brand.

**Correct:** I love receiving books from the Imagination Library!

**Incorrect:** I love receiving books from The Imagination Library!

Do not use "the" before "Imagination Library" when referring to program specific books.

**Correct:** I love Imagination Library books!

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- **Hashtags (see Social Media Accounts, page 12)**



## OUR MESSAGE & VOICE





# MESSAGE & VOICE

Our brand message strives to inspire, educate and support. In keeping with a consistent voice and message, all language should be written with keywords and phrases that underpin these three pillars. The Imagination Library's voice is guided by its personality which is an element of the overall brand identity.

## MESSAGING TONE

We are passionate about gifting books to children and given that we work in the world of children's books, appreciate cultivating inspired and positive emotional responses from our messaging.

## THE IMAGINATION LIBRARY'S VOICE

Our consistent, universal language is approachable and trustworthy. We speak as "Team Dolly" unless a message is from first-person Dolly herself. We may depict a light-hearted humor that is always respectful and inclusive, but focuses on being direct and clear.

- **Use vivid, purposeful language**, including active verbs. Use verbs tied to physical action, for example: uplift, build, capture.
- **Use verbs and adjectives** that include an emotional connotation or evoke a strong mental image.
- **Is clear and straightforward**, without jargon or wordiness. The most concise method of communication is the most powerful.
- **Prefers active voice to passive**. "We mail free books to children," instead of "free books are mailed to children."
- **Use first- and second-person language** ("we" and "you") and contractions when appropriate.
- **Engages the audience** in conversation, questioning and cooperation.
- **Promotes helpful, thoughtful and optimistic ideas**—For example, "We welcome anyone interested in starting a program in your community!"

# MESSAGE & VOICE: Continued

## LANGUAGE

These examples illustrate how the Imagination Library's voice might appear across several different types of content with different audiences and varying tones.

### Feature/News Story

*The DC Public Library's partnership with Dolly Parton's Imagination Library ensures all District children can have a great selection of books at home.*

**Note:** the clarity and economy of language and active verbs.

### Marketing/Promotional Copy

*Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world. We partner with local communities to provide a hand-selected, age-appropriate, high-quality book each month to registered children from birth to age five.*

**Note:** the carefully chosen adjectives and verbs.

### Social Media

*You'll enjoy having a laugh with your little one while you read "Dog Loves Books", winner of the 2010 Roald Dahl Funny Prize! #UKBook #DollysLibrary #BedtimeStory.*

**Note:** that despite the informality and short sentence structure, an optimistic tone and friendly language are maintained.

### Digital or Print Ad

Get FREE BOOKS for your child! Dolly Parton's Imagination Library mails free high-quality, age-appropriate books to children from birth to age five! Sign Up Today!

**Note:** the ad text entices the reader with the words "FREE BOOKS" and provides follow up details about the quality of the books and the age of eligible children.

### Official Statement

*Each year, Dolly Parton's Imagination Library will send a full program-year set of books to the Young Readers Center at the Library of Congress so all children who visit the Library of Congress will have access to the specially curated selection of titles from our Blue Ribbon Selection Committee.*

**Note:** that while the statement's language is somewhat more formal, it maintains the positive, friendly voice and focuses on the benefit of the children while reinforcing the trustworthiness of the Blue Ribbon Selection Committee.

# MESSAGE & VOICE: Continued

## KEY MESSAGES & TERMS

- **Affiliates** - Nonprofit partners who make the program available to children in their community
- **Partners** - Interchangeable with affiliates
- **Community** - Selected coverage area(s) denoted by an affiliate
- **Champions** - Notable individuals or organizations within a community who help to support/raise awareness of the Imagination Library and its affiliate(s) in a community.
- **Core Business Partners** - Groups, businesses, organizations or individuals who provide operational support to the Imagination Library.
- **Registered Children** - Children from birth to age five who have been registered in the Book Order System (BOS) by a local affiliate. It's important to clearly state registered children are the only kids who receive free books from the Imagination Library.
- **Free Books** - The Imagination Library mails free high-quality, age-appropriate books to registered children. It's important to reiterate the value of the free books by using the additional adjectives when describing them.
- **Imagination Library \_\_\_\_\_** - Use *Imagination Library* without the article "The" only in reference to assets belonging to the Imagination Library. Throughout this guide you will see references to using Imagination Library logos, typefaces, and more. For example: the correct way to depict books from the Imagination Library is to reference them as "Imagination Library books."

## USING REGIONAL SPELLING AND VERBIAGE

Dolly Parton's Imagination Library is an international book gifting program operating in the US, UK, Canada, Australia and the Republic of Ireland. It's important to note the differences in the English language when preparing communication efforts. Here is a list of frequently used words which have different spellings in American English and British English.

**Note:** Dialect and cultural references should also be considered when creating marketing materials. Example below list American English first and then it's international counterpart.

Organization/Organisation (UK)  
Program/Programme (UK)  
Caregiver/Carer (UK)  
Color/Colour (UK)  
Neighbor/Neighbour (UK)  
Neighborhood/Neighbourhood (UK)  
Check/Cheque (CA)  
Customized/Customised (UK)  
Mail/Post (UK)

\*Reference The Associated Press Stylebook for additional guidelines for spelling, language, punctuation, usage and style.

# MESSAGE & VOICE: Continued

## VALUE PROPOSITION

- **Iconic Leader** - As its creator, Dolly Parton stands for all that the Imagination Library embodies. She is an enduring icon who provides an international spotlight on the program.
- **Proven** - As the preeminent book-gifting program to young children in the world, the Imagination Library stands upon years of demonstrated success.
- **Inclusive** - Serves all children, families and communities equally regardless of factors such as race, language, economic status, religion, etc.
- **Trustworthy** - Books selected by an expert panel in early childhood literacy for content that is informative, age-appropriate and inspiring.
- **Scalable** - Replication of the program available to all communities in US, Canada, UK, Australia, and the Republic of Ireland with turn-key model.
- **Quick Start Up** - With The Dollywood Foundation handling the operations of the program, once funding is secured with a potential affiliate, they can start registering children in a matter of minutes.
- **Affordable** - Our model grants access to premium books at a fraction of market cost.
- **Customized Imagination Library Books** - Printed and branded books specifically for the Imagination Library, including title specific reading tips, with the child's name printed on the label.
- **High-Quality** - The value of Imagination Library books is measured by both the physical materials of the books as well as the content found within.
- **Impactful** - Whether the invaluable time spent reading with a child, or the effects on early childhood literacy factors that have lifelong effects, the Imagination Library has a far reaching spectrum of impact from both the measurable to the immeasurable.
- **No Overhead Costs** - The Dollywood Foundation covers overhead costs associated with making the program available in local communities. With these contributions, our local partners are only responsible for the at-cost book and mailing expenses for children registered in their coverage area. That means local funds stay local. Affiliate raised funds go 100% to serving children in their community.

## OFFICIAL SOCIAL MEDIA ACCOUNTS

**Facebook:** <https://www.facebook.com/dollysimaginationlibrary>

**Instagram:** @ImaginationLibrary

**Twitter:** @DollysLibrary

### • Hashtags

#DollysLibrary, #ImaginationLibrary, #DollysLibraryUK, #ImaginationLibraryUK,  
#DollysLibraryCA, #ImaginationLibraryCA, #DollysLibraryAUS, #ImaginationLibraryAUS,  
#ImaginationLibraryIreland, #DollysLibraryIreland

Only acceptable when used as a hashtags. Any other variation of the brand name is unacceptable.



## OUR AUDIENCE



# AUDIENCE

Effective communication efforts focus on the needs of the primary audience. Imagination Library communication pieces can target parents/grandparents about registration opportunities, community events, etc. In addition, marketing pieces may speak to influencers, funders, etc.

## PRIMARY AUDIENCES

- **Parents, Caregivers, Carers**
- **Established Affiliates**
  - Volunteers
- **Potential Affiliates**
- **Influencers**
- **Policy-makers**
- **Government Agencies**
- **Educators**
- **Philanthropists**
- **Funders**

## SECONDARY AUDIENCES

- **Media**
- **Academic Researchers**

## APPROVED BOILERPLATE FOR MEDIA RELEASES

### **About Dolly Parton's Imagination Library**

Since launching in 1995, Dolly Parton's Imagination Library has become the preeminent early childhood book gifting program in the world. The flagship program of The Dollywood Foundation has mailed well over 100 million free books in Australia, Canada, The Republic of Ireland, United Kingdom and the United States. The Imagination Library mails more than 1.4 million high-quality, age-appropriate books each month to registered children from birth to age five. Dolly envisioned creating a lifelong love of reading, inspiring them to dream. The impact of the program has been widely researched and results suggest positive increases in key early childhood literacy metrics. Penguin Random House is the exclusive publisher for Dolly Parton's Imagination Library.

For more information, please visit [imaginationlibrary.com](http://imaginationlibrary.com).

# OUR DESIGN ELEMENTS



# LOGOS: Primary and Secondary

Only use the official logos provided by Dolly Parton's Imagination Library's Marketing Department and do not recreate or alter the logos. Please contact the Marketing Department if you have any needs not addressed in this guide.

## PRIMARY LOGO



SECONDARY LOGO - Single color black. Please use only in situations where printing restrictions won't allow for the use of more than one color.





# LOGOS: Treatments



Logo on solid background that uses a white pushback halo. This treatment is provided in logo file versions with the words "white\_halo" within the file names.



Logo on solid background that uses a drop shadow. This treatment is provided in logo file versions with the words "drop\_shadow" within the file names.

Below are some examples of things that you may not do to our logos. This is only a partial list, so please contact the Marketing Department if you have any questions or concerns not addressed in this guide.



Please don't warp or skew the logo in any way.



Please don't rotate the logo.



Please don't create or add any kinds of custom drop shadows, glows or any other effects to the logo.



Please avoid placing the logo on a visually busy or crowded portion of a photo or patterned background.

# LOGOS: Clearance

Make sure our logo has sufficient clearance around it from other graphic elements such as typography, icons and other visual elements. This maintains the visual integrity of our logo.

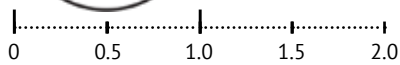


Minimum clearance is established by the height of the initial capital "I" in "IMAGINATION". Ideally, use at least **twice** the distance of the minimum (as shown above) , but never less than the **minimum** distance shown below.

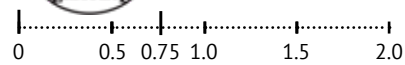


# LOGOS: Minimum Size

The minimum acceptable size for the logo is 1 inch (2.5 cm) in width. In extreme individually approved cases (such as business cards) the logo may be reduced, but never to less than 3/4 inch (1.9 cm) in width.



Ideally, use the logo at 1 inch (2.5 cm) wide or wider



Never use logo smaller than 3/4 inch (1.9 cm) wide.

Note that when the logo is used at less than 2 inches (5 cm) in size, the TM mark becomes illegible. In such cases, use logo files with the word "SMALL" in the file name. Example: DPIL\_Logo\_2C\_SMALL.png

This is incorrect as the TM is not legible.



Correct file used.



One Color version of "SMALL" files.

# LOGOS: Affiliate Use

Below you will find the two approved templates for affiliates to identify themselves as associates of the Imagination Library using our official DPIL logo. If including the trademarked name ‘Imagination Library’ in the local program name, the official DPIL logo is the only logo that may be used. If using a local organization name and logo, the co-branding formula below may be used.

OFFICIAL DPIL LOGO TEMPLATES: Area at the bottom allows for the affiliate name to be entered into the secondary, outer ring or beneath the logo using the public domain font named Century Schoolbook Bold.



Affiliate Name Here

CO-BRANDING FORMULA: An existing affiliate logo may be placed next to the Imagination Library's official logo using the below indicated line element, distances and proportions.



**A:** Use a gray stroke of 50% black and equal in weight to the black circular stroke in the Imagination Library's logo. The stroke should be as tall as the Imagination Library logo from the tallest point to the base.

**B:** The height of the initial capital "I" in "IMAGINATION" should be maintained between each logo and the gray line.

Both logos should have equal visual weight but the affiliate logo should never be larger than that of the Imagination Library's logo.

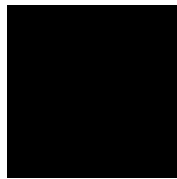
# COLOR PALETTE

## PRIMARY COLORS

### Logo Colors



PANTONE 032  
RGB: 243, 41, 56  
CMYK: 0, 96, 81, 0  
#f32938



BLACK  
RGB: 35, 31, 32  
CMYK: 0, 0, 0, 100  
#231f20



PANTONE 7621  
RGB: 178, 32, 41  
CMYK: 21, 100, 94, 12  
#b22029



PANTONE 1375  
RGB: 255, 159, 25  
CMYK: 0, 45, 96, 0  
#ff9119



PANTONE 298  
RGB: 61, 181, 230  
CMYK: 65, 10, 1, 0  
#3db5e6



PANTONE 367  
RGB: 163, 213, 95  
CMYK: 40, 0, 81, 0  
#a3d55f



PANTONE 447  
RGB: 55, 58, 54  
CMYK: 69, 60, 64, 54  
#373a36



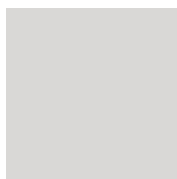
PANTONE 7468  
RGB: 0, 114, 153  
CMYK: 98, 45, 26, 3  
#007299

## SECONDARY COLORS

These colors are presently in limited use on the website and/or on certain print pieces.



PANTONE  
Cool Gray 10  
RGB: 99, 101, 106  
CMYK: 62, 53, 47, 19  
#63656a



PANTONE  
Cool Gray 1  
RGB: 218, 217, 215  
CMYK: 13, 10, 12, 0  
#dad9d7



PANTONE 289  
RGB: 10, 34, 64  
CMYK: 99, 84, 45, 51  
#0a2240

# TYPOGRAPHY: Print Fonts

Use approved Imagination Library typefaces. Never use typefaces outside of the approved font families. Use of the correct typefaces for the correct mediums and purposes is crucial to maintaining our brand look.

Leawood typeface family is used for print materials such as affiliate brochures and membership forms.

It is not used on our website as it is not a web optimized font.

## Leawood Book *(and Italic)*

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

## Leawood Medium *(and Italic)*

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

## Leawood Bold *(and Italic)*

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

# TYPOGRAPHY: Print Fonts

Use approved Imagination Library typefaces. Never use typefaces outside of the approved font families. Use of the correct typefaces for the correct mediums and purposes is crucial to maintaining our brand look.

Avenir Next is a very versatile and extensive typeface family. It is used for most print materials such as our Yearly Book Lists.

Avenir Next Light *(and Italic)*

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Next Regular *(and Italic)*

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Next Medium *(and Italic)*

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# TYPOGRAPHY: Web Fonts

Use approved Imagination Library typefaces. Never use typefaces outside of the approved font families. Use of the correct typefaces for the correct mediums and purposes is crucial to maintaining our brand look.

PT Sans and PT Sans Narrow are used on our website. It is also used for our Year in Review Report.

## PT Sans Regular *(and Italic)*

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## PT Sans Bold *(and Italic)*

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## PT Sans Narrow Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## PT Sans Narrow Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



# TYPOGRAPHY: Web Fonts

Use approved Imagination Library typefaces. Never use typefaces outside of the approved font families. Use of the correct typefaces for the correct mediums and purposes is crucial to maintaining our brand look.

Raleway is a very versatile and extensive typeface family and is used on our website. Chalkduster is a limited use font for enhancing our website and visual social media posts.

## Raleway Regular *(and Italic)*

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Raleway Bold *(and Italic)*

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Chalkduster

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# IMAGERY: Photography

Our photos should convey a sense of warmth and inclusiveness. They should be candid in feel and not feel overtly posed. Please obtain special permission from your Regional Director before using any imagery containing Dolly Parton herself.



Subjects should be in candid poses and in most cases, not look directly into the camera. Active and cheerful subjects are encouraged, but children and adults in thoughtful reading and teaching situations are also appropriate. In addition to custom-shot photos, appropriate and affordable images may be obtained by purchase through iStock.com. Please take care not to violate any copyright laws when using any images found on the internet.



Event and editorial photography should be clear and well lit. Candid shots showing activity are preferred, but posed group and portraiture shots are acceptable for editorial use. Approved event graphics such as cutouts and banners containing Dolly Parton are approved for this use and may be included in the event photographs as shown above.

# IMAGERY: Photography (book specifics)

You can use approved DPIL book titles in photos as dictated by Penguin Random House.  
For any specific approval, you can find a submission form here:  
([https://imaginationlibrary.com/newsresources/penguin\\_resources/](https://imaginationlibrary.com/newsresources/penguin_resources/)).



1



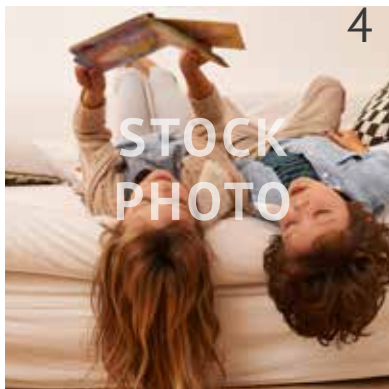
2



3

1) You can use approved DPIL titles as dictated by Penguin Random House.  
For any specific approval, you can find a submission form here:  
([https://imaginationlibrary.com/newsresources/penguin\\_resources/](https://imaginationlibrary.com/newsresources/penguin_resources/))

2-3) You can also use photos taken of community children displaying or reading the books, reading with parents, teachers or caregivers if it is an Imagination Library book title.



4



5



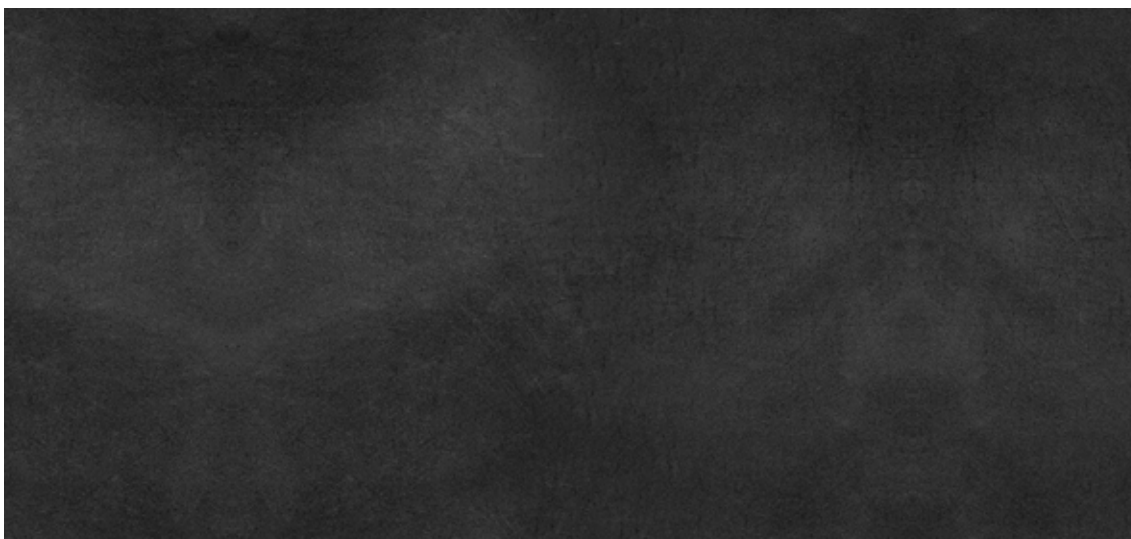
6

4-5) You can use photos of children reading picture books of any kind as long as no title is shown

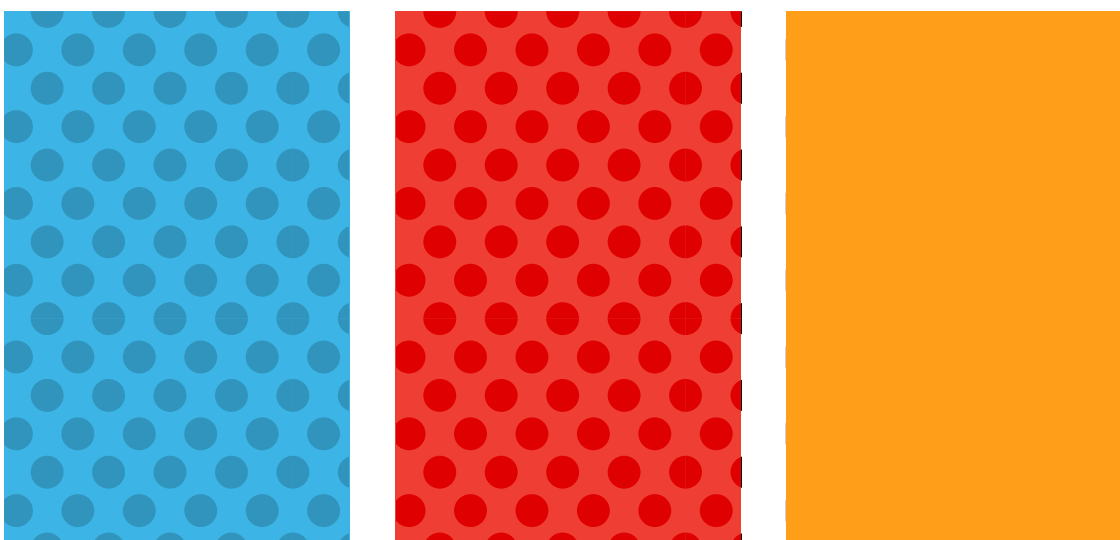
6) Finally, you can use approved photos as provided by The Dollywood Foundation by contacting us directly.

# IMAGERY: Patterns

At this time there are only two approved patterns for use in the creation of printed and social media. These files are shown below and are available by request from Marketing.



chalkboard-bg.jpg



Polka\_Dots\_seamless

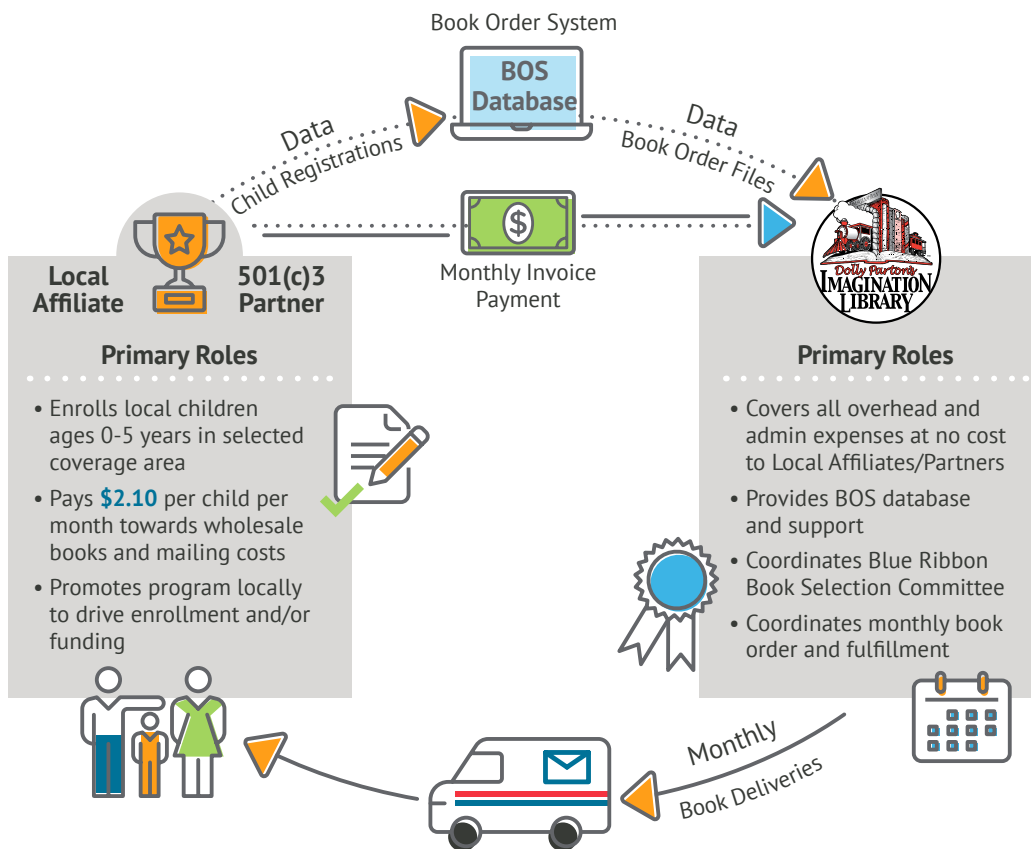
may be used over approved solid colors in our palette to create different looks

# ICONS: Style and Use

Icons are generally created on an as-needed basis as specific situations arise. An existing library of icons can be accessed by request from the Marketing Department. Below are examples of existing icons and an example of their use in an infographic style of illustration.



The overall style is simple, playful line art with small areas of approved color. They can be used singularly or as a group of two or more to convey an idea.



Icons can then be used as elements to tie into informational graphs and graphics that convey more complex data and concepts.

## CONTACT

### **Marketing Department, The Dollywood Foundation**

marketing@dollyfoundation.com  
111 Dollywood LN  
Pigeon Forge, TN 37863

#### **Phone:**

865-428-9678

#### **Fax:**

865-428-9612

## WEBSITE

imaginationlibrary.com

### **The Dollywood Foundation (USA)**

501(c)(3) Nonprofit Organization  
EIN: 62-1348105

### **The Dollywood Foundation of Canada**

Charity Registration Number 846742328RR0001

**The Dollywood Foundation of the United Kingdom** - The Dollywood Foundation of the United Kingdom is a charitable company limited by guarantee registered in England, Wales (Registered Company Number 6400437, Registered Charity Number 1121917) and Scotland (Registered Charity Number SC045571).

#### **UK Charity Address:**

25 Park Drive, Hoole, Chester CH2 3JR