



PROGRAM

# Promotion Kit



# Brand & Style Guide

## Logo

There are two versions of the *The Cool and the Strong* logo, a full color version and white reverse version to appear on darker backgrounds.

## Recreation

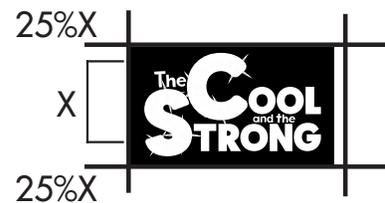
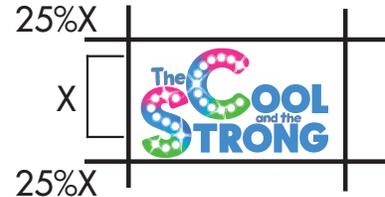
Do not recreate the logotype.

## Reverse Logo

The full color version of the logo is used as the primary logo. Only use the white version of the logo when the full color version will not allow for enough contrast.

## Distortion

Do not stretch, distort or otherwise modify the logo. You may add a drop shadow.



## Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

## Minimum Sizing

Logo should never print less than 0.5" in width.

| Color   |            | Print                     | Digital                   |         |
|---|------------|---------------------------|---------------------------|---------|
|   |            | CMYK                      | RGB                       | HEX     |
|  | Magic Blue | C: 71 Y: 0<br>M: 36 K: 0  | R: 0<br>G: 150<br>B: 255  | #0096ff |
|  | Rex Green  | C: 69 Y: 100<br>M: 0 K: 0 | R: 34<br>G: 218<br>B: 45  | #22da2d |
|  | Reva Pink  | C: 0 Y: 3<br>M: 91 K: 0   | R: 255<br>G: 47<br>B: 146 | #ff2f92 |
|  | Teal       | C: 79 Y: 27<br>M: 20 K: 0 | R: 0<br>G: 157<br>B: 178  | #009db2 |
|  | Purple     | C: 72 Y: 0<br>M: 85 K: 0  | R: 108<br>G: 42<br>B: 196 | #6c2ac4 |

## Colors

The primary color palette for *The Cool and the Strong* includes Magic blue, Rex green, Reva pink, teal and purple. Magic blue, Rex green and Reva pink are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Teal and purple are the brand's secondary colors and should be used as an accent or in locations where primary brand colors are not appropriate.

# Typography

The Cool and the Strong uses the font **Futura PT Bold** for headers and specialty text. Futura Medium is used for body copy.

- When using these fonts to promote *The Cool and the Strong*, you may add a drop shadow.

# Header

## Subheader 1

Subheader 2  
Body copy

# Imagery

These graphics serve as signature image and title treatment for *The Cool and the Strong* and should be used where appropriate.

## Signature Image

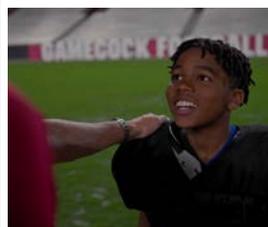
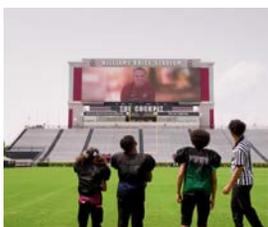


## Title Treatment



## Program Imagery

Below are 10 production stills selected to reflect *The Cool and the Strong*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at [www.sctv.org/about/press-room](http://www.sctv.org/about/press-room).



# Funding

## Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *The Cool and the Strong* include:

- U.S. Department of Education Rethink K-12 Education Models Grant
- Perry More Entertainment
- Beamer Family Foundation



# Biographies



**Cameron Ellison**  
**MAGIC STRONG**

Cameron Ellison is a 5th grader at Joseph Keels Elementary School. He plays on the Pee Wee football team. He enjoys hanging with his friends, playing sports and doing math. He is excited about acting and helping others find the magic in their lives.



**Dominic Hart**  
**REX LEMON**

Dominic Hart is a 5th grader at Joseph Keels Elementary School. He is a star quarterback on a Pee Wee football team. He likes playing video games and all things science. He is excited about acting and bringing the silly character of REX to life.



**Jour'nee Whetstone**  
**REVA LEMON**

Jour'nee Whetstone is a 4th grader at Joseph Keels Elementary School. She is an honor roll student and is full of personality. She loves reading, playing dress up, and helping others. She is looking forward to acting in a tv show to help other students laugh and learn.



### **Cedric Pendleton**

#### **MR. WILL GRAY**

Cedric Pendleton is an all-around filmmaker. He is a writer, actor, and producer. He starred in House of Payne, For the Love of Money and several other productions. He teaches acting classes to youth, through his nonprofit. He is also a comedian.



### **Derrick Moore**

#### **JANITOR JIM JACKSON**

Derrick Moore is an amazing voice actor for several brands, including the Carolina Panthers. He was the spokesperson for Atlanta Falcons, In Brotherhood campaign. Currently, he is the Executive Director for Player and Character Development for the University of South Carolina.



### **Mary Rogers McMaster**

#### **CARRIE HILL**

Mary Rogers McMaster is an actor, writer and director. Her most recent credits include playing Attorney Brenda Bradley in the Limited Series Secrets in Plain Sight (2021) and starring as Mona in the short film, Portrait of a Dead Man (2021). She is a creative consultant for SCETV.



### **Markina Brown**

#### **DR. MAXIE STRONG**

Markina Brown is actress taking the LA film/TV scene by storm. She has been trained by the best in LA, NY and London. She has also been a Meteorologist for CBS in LA. She mentors young people and helps them to believe in and reach their dreams.



### **Stephanie Perry Moore**

#### **SHOWRUNNER / EXECUTIVE PRODUCER**

Stephanie Perry Moore has over 75 titles with over 1,000,000 copies sold. She is the trailblazing, Young Adult author of the Payton Skky Series, the first African- American Christian teen series set in Richmond County Schools. She is a graduate of Auburn University & the Georgia Film Academy.



### **Dr. Salandra Bowman**

#### **DOCU DIRECTOR / EXECUTIVE PRODUCER**

Dr. Salandra Bowman is the Chief Learning Officer for SCETV and is the lead liaison to the network's Content division as it pertains to educational (PreK-12) productions, community engagement efforts and the integration of learning activities into general audience productions.



### **Emily Beamer**

#### **EXECUTIVE PRODUCER**

Emily Beamer is the first lady of University of South Carolina Gamecocks Football. She and her husband, Shane Beamer have formed the Beamer Family Foundation to help underserved communities thrive. She is a Communications graduate of Mississippi State University and the mother of three.



### **Sheldyn SAM Moore**

#### **PILOT DIRECTOR / CO WRITER**

Sheldyn SAM Moore is an emerging filmmaker and a 2022 graduate of University of Georgia's inaugural MFA program. She has a concentration in Directing and has a Bachelors of Science from UGA as well in Communications. She has done several film projects and several film festivals have showcased her work.



### **Brooke Weekes**

#### **PRODUCER**

Brooke Weekes is Educational Media Specialist for SCETV. She has been an Adjunct Professor with over 10 years of applied work experience in Television Production, Public Speaking, and Human Communication. She will be the liaison between the show and the network.



### **Justin King**

#### **CO-EXECUTIVE PRODUCER**

Justin King is the Associate Athletics Director for New and Creative Media for the University of South Carolina, where he directs and manages USC Football. He is also a graduate of USC. He will oversee the Jumbotron and Williams-Brice scenes. He will be the liaison for the show with the USC Athletics.



### **Craig Culliford**

#### **CO-EXECUTIVE PRODUCER**

Craig Culliford is the CEO of Crabtree Publishers, the publishing company of the five book, Magic Strong series. He has worked in children's publishing for over 30 years. He is a graduate of McMaster University.



### **Alvera Butler**

#### **CO-EXECUTIVE PRODUCER**

Alvera Butler is a school administrator with over 20 years of experience in educational leadership. She is the principal at Joseph Keels Elementary. She received her Bachelors and Masters degrees from University of South Carolina. She will be the liaison between the show and the school district.



### **Dr. Nancy Tolson**

#### **CONSULTING PRODUCER**

Dr. Nancy Tolson is the Assistant Director of African American Studies at USC. She holds a PhD in researching the history and development of Black children's literature. She will help ensure the productions aligns with State Standards while uplifting low socioeconomic families.



### **Robert Carswell**

#### **CO-EXECUTIVE PRODUCER**

Robert Carswell is the Assistant Principal at Joseph Keels Elementary School. He is a former star Defensive Back for Clemson University. He is pursuing his Doctorate from Wingate University in Educational Leadership. He will be the liaison for the school district with the cast and crew.

# Program Descriptions



## Long Description

Join Magic Strong, a bright, but struggling new student as he navigates his first day of school and makes friends with classmates, Rex and Reva. Their enchanting teacher, Mr. Gray encourages them to dream big and uses his magic powers to affirm them. Is a special message from a Division 1 college football coach enough to help Magic and his friends believe in their dreams?

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## Medium Description

Join Magic Strong, a bright, but struggling new student as he navigates his first day of school and makes friends with classmates, Rex and Reva. Their enchanting teacher, Mr. Gray encourages them to dream big and uses his magic powers to affirm them.

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## Short Description

Magic Strong navigates his first day of school and makes friends with Rex and Reva.

# Program Imagery

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# Program Imagery

## IMAGE 1



### **Caption**

Magic Strong, portrayed by Cameron Ellison.

### **Credit**

SCETV

## IMAGE 2



### **Caption**

Principal, Dr. Maxie Strong and nephew, Magic Strong stand at the outside entrance of the school.

### **Credit**

SCETV

## IMAGE 3



### **Caption**

(From L to R) Rex Lemon, Librarian Carrie Hill, Magic Strong, and Reva Lemon stare at classroom door.

### **Credit**

SCETV

## IMAGE 4



### **Caption**

Dr. Maxie Strong, Principal, stands outside Mr. Gray's classroom door.

### **Credit**

SCETV

## IMAGE 5



### **Caption**

Teacher, Will Gray speaks to Principal, Dr. Strong in his classroom.

### **Credit**

SCETV

## IMAGE 6



### **Caption**

(From L to R) Rex Lemon, Magic Strong, and Reva Lemon sit at desks in Mr. Gray's classroom.

### **Credit**

SCETV

## IMAGE 7



### **Caption**

Mr. Gray makes books float above student's heads in his classroom.

### **Credit**

SCETV

## IMAGE 8



### **Caption**

Mr. Gray holds a green orb of light, as books float around his classroom.

### **Credit**

SCETV

## IMAGE 9



### Caption

Reva Lemon sits at desk inside.

### Credit

SCETV

## IMAGE 10



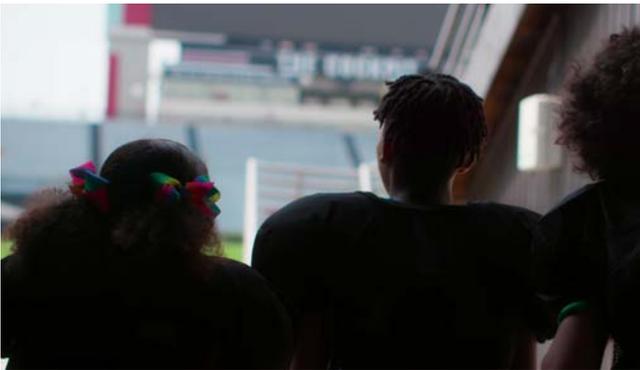
### Caption

A conversation happend between Dr. Strong and the librarian in the school library.

### Credit

SCETV

## IMAGE 11



### Caption

Rex, Magic and Reva look out at William's Brice Stadium.

### Credit

SCETV

## IMAGE 12



### Caption

Magic and Mr. Gray walk onto William's Brice Stadium.

### Credit

SCETV

**IMAGE 13**



**Caption**

**Credit**  
SCETV

**IMAGE 14**



**Caption**

**Credit**  
SCETV

**IMAGE 15**



**Caption**

**Credit**  
SCETV

**IMAGE 16**



**Caption**

**Credit**  
SCETV

**IMAGE 17**



**Caption**

**Credit**  
SCETV

**IMAGE 18**



**Caption**

**Credit**  
SCETV

**IMAGE 19**



**Caption**

**Credit**  
SCETV

**IMAGE 20**



**Caption**

**Credit**  
SCETV

**IMAGE 21**



**Caption**

**Credit**  
SCETV

**IMAGE 22**



**Caption**

**Credit**  
SCETV

**IMAGE 23**



**Caption**

**Credit**  
SCETV

**IMAGE 24**



**Caption**

**Credit**  
SCETV

**IMAGE 25**



**Caption**

**Credit**  
SCETV

**IMAGE 26**



**Caption**

**Credit**  
SCETV

**IMAGE 27**



**Caption**

**Credit**  
SCETV

**IMAGE 28**



**Caption**

**Credit**  
SCETV

# Production Photography

**IMAGE 1**



**Caption**

**Credit**  
SCETV

**IMAGE 2**



**Caption**

**Credit**  
SCETV

**IMAGE 3**



**Caption**

**Credit**  
SCETV

**IMAGE 4**



**Caption**

**Credit**  
SCETV

**IMAGE 5**



**Caption**

**Credit**  
SCETV

**IMAGE 6**



**Caption**

**Credit**  
SCETV

**IMAGE 7**



**Caption**

**Credit**  
SCETV

**IMAGE 8**



**Caption**

**Credit**  
SCETV

**IMAGE 9**



**Caption**

**Credit**  
SCETV

**IMAGE 10**



**Caption**

**Credit**  
SCETV

**IMAGE 11**



**Caption**

**Credit**  
SCETV

**IMAGE 12**



**Caption**

**Credit**  
SCETV

**IMAGE 13**



**Caption**

**Credit**  
SCETV

**IMAGE 14**



**Caption**

**Credit**  
SCETV

**IMAGE 15**



**Caption**

**Credit**  
SCETV

**IMAGE 16**



**Caption**

**Credit**  
SCETV

**IMAGE 17**



**Caption**

**Credit**  
SCETV

**IMAGE 18**



**Caption**

**Credit**  
SCETV

**IMAGE 19**



**Caption**

**Credit**  
SCETV

**IMAGE 20**



**Caption**

**Credit**  
SCETV

**IMAGE 21**



**Caption**

**Credit**  
SCETV

**IMAGE 22**



**Caption**

**Credit**  
SCETV

**IMAGE 23**



**Caption**

**Credit**  
SCETV

**IMAGE 24**



**Caption**

**Credit**  
SCETV

The **SC** **COOL**  
and the **STRONG**