

YOU/CAN

A South Carolina Education Town Hall

PROGRAM

Promotion Kit

Brand & Style Guide

Logo

There are two versions of the *You Can: A South Carolina Education Town Hall* logo, a full color version and white reverse version to appear on darker backgrounds.

Recreation

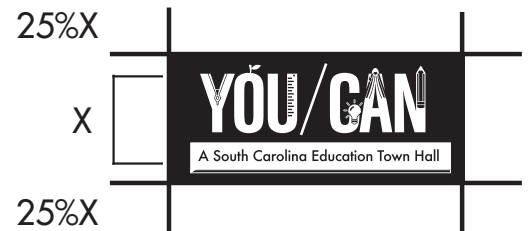
Do not recreate the logotype.

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.

Colors

The primary color palette for *You Can: A South Carolina Education Town Hall* includes Magic blue, Rex green, Reva pink, teal and purple. Purple is the brand's primary color and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Magic blue, Rex green, Reva pink and teal are the brand's secondary colors and should be used as an accent or in locations where primary brand colors are not appropriate.

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

Typography

You Can: A South Carolina Education Town Hall uses the font **Futura PT Bold** for headers and specialty text. Futura Medium is used for body copy.

- When using these fonts to promote *You Can: A South Carolina Education Town Hall*, you may add a drop shadow.

Header

Subheader1

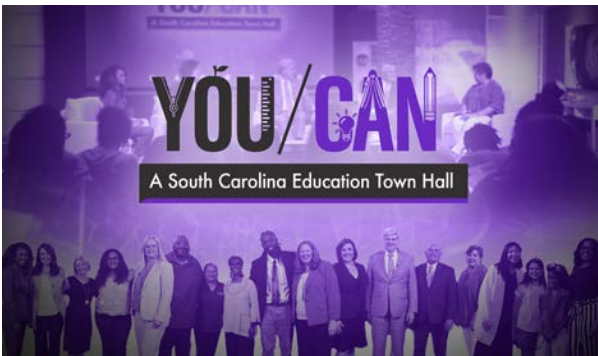
Subheader2

Body copy

Imagery

These graphics serve as signature image and title treatment for *You Can: A South Carolina Education Town Hall* and should be used where appropriate.

Signature Image



Title Treatment



Program Imagery

Below are 10 production stills selected to reflect *You Can: A South Carolina Education Town Hall*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



Program Descriptions



Long Description

Esteemed panelists share valuable insights, practical strategies and personal experiences aimed at empowering South Carolina students to reach their full potential. Delve into the crucial role of resilience, the significance of parent and community involvement and effective methods for improving academic performance.



Medium Description

Esteemed panelists share valuable insights, practical strategies and personal experiences aimed at empowering South Carolina students to reach their full potential.



Short Description

Panelists share insights, strategies and experiences to empower South Carolina students.

Program Imagery

Below are 10 production stills selected to reflect *You Can: A South Carolina Education Town Hall*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



Program Imagery

IMAGE 1



Caption

(From L to R) Miss South Carolina 2023 Jada seated with South Carolina's State agencies executive panel.

Credit

SCETV, Andre Bellamy

IMAGE 2



Caption

Jada Samuel interviews South Carolina's State agency leadership.

Credit

SCETV, Andre Bellamy

IMAGE 3



Caption

Panelists Rosemary Marin-Jones, 4-H Youth Development agent, and Terry Atkins, Active Retired Teacher (third and fourth seat respectively) sit in with studio audience.

Credit

SCETV, Andre Bellamy

IMAGE 4



Caption

Jada Samuel and South Carolina's State agency executives engaged in conversation.

Credit

SCETV, Andre Bellamy

IMAGE 5



Caption

Martha Strickland, State 4K Director for SC First Steps responds to panel question.

Credit

SCETV, Andre Bellamy

IMAGE 6



Caption

(From L to R) Jada Samuel, Ellen Weaver, Dr. Rusty Monhollon, Dr. Tim Hardee

Credit

SCETV, Andre Bellamy

IMAGE 7



Caption

Dr. Rusty Monhollon, President of the South Carolina Commission on Higher Education responds to panel question.

Credit

SCETV, Andre Bellamy

IMAGE 8



Caption

(From L to R) Miss South Carolina 2023 Jada Samuel, Ellen Weaver, Dr. Rusty Monhollon, Dr. Tim Hardee, and Martha Strickland.

Credit

SCETV, Andre Bellamy

IMAGE 9



Caption

(From L to R) Jada Samuel, Abbey Duggins, Kaye Jamison, Allison Glenn, Anna Duvall.

Credit

SCETV, Andre Bellamy

IMAGE 10



Caption

Kaye Jamison, President of the Palmetto State Literacy Association (pictured third from the right) responds question.

Credit

SCETV, Andre Bellamy

IMAGE 11



Caption

Allison Glenn, School Counselor Pelion Middle School (pictured second from right) responds to panel question.

Credit

SCETV, Andre Bellamy

IMAGE 12



Caption

Anna Duvall, Student Counselor and Career Specialist Liaison SC Department of Education (pictured far right), responds to panel question.

Credit

SCETV, Andre Bellamy

IMAGE 13



Caption

(From L to R) Jada Samuel, Abbey Duggins, Kaye Jamison, Allison Glenn, Anna Duvall.

Credit

SCETV, Andre Bellamy

IMAGE 14



Caption

Terry Atkins, Active Retired Teacher (pictured third from left) responds to panel question.

Credit

SCETV, Andre Bellamy

IMAGE 15



Caption

(From L to R) Jada Samuel, Levon Kirkland, Dr. Katrina Hutchins, Rashawn Aaron, Karen Utter

Credit

SCETV, Andre Bellamy

IMAGE 16



Caption

Dr. Katrina Hutchins creator of the My Voice is Powerful series (pictured in the center) responds to panel question.

Credit

SCETV, Andre Bellamy

IMAGE 17



Caption

Rashawn Aaron founder of The Village Educational Services (pictured second from right) responds to panel question.

Credit

SCETV, Andre Bellamy

IMAGE 18



Caption

(From L to R) Jada Samuel, Levon Kirkland, Rosemary Marin-Jones, Dr. Katrina Hutchins, Rashawn Aaron, Karen Utter

Credit

SCETV, Andre Bellamy

IMAGE 19



Caption

(From L to R) Jada Samuel, Jour'nee Whetstone, Hope Shealy, Riley Glenn, Jaden Cross.

Credit

SCETV, Andre Bellamy

IMAGE 20



Caption

Jada Samuel engages with the student panel.

Credit

SCETV, Andre Bellamy

IMAGE 21



Caption

(From L to R) Jaden Cross, Hope Shealy, Jada Samuel, Jour'nee Whetstone, Riley Glenn

Credit

SCETV, Andre Bellamy

Production Photography

IMAGE 1



Caption

Behind the scenes of You Can: A South Carolina Education Town Hall.

Credit

SCETV, Andre Bellamy

IMAGE 2



Caption

Behind the scenes shot of Jada Samuel, Ellen Weaver, and Dr. Rusty Monhollon.

Credit

SCETV, Andre Bellamy

IMAGE 3



Caption

Behind the scenes shot of the in-studio audience.

Credit

SCETV, Andre Bellamy

IMAGE 4



Caption

Behind the scenes view of panel from the studio audience view.

Credit

SCETV, Andre Bellamy

IMAGE 5



Caption

In-studio behind the scenes shot.

Credit

SCETV, Andre Bellamy

IMAGE 6



Caption

(From L to R) South Carolina Superintendent Ellen Weaver, Miss South Carolina 2023 Jada Samuel, Martha Stickland State 4K Director for SC First Steps

Credit

SCETV, Andre Bellamy

IMAGE 7



Caption

Jada Samuel engages with in-studio audience.

Credit

SCETV, Andre Bellamy

IMAGE 8



Caption

Jada Samuel shares a laugh with panelists Abbey Duggins and Kaye Jamison.

Credit

SCETV, Andre Bellamy

IMAGE 9



Caption

Behind the scene touch up of panelist Anna Duvall.

Credit

SCETV, Andre Bellamy

IMAGE 10



Caption

Behind the scenes with Kaye Jamison and crew.

Credit

SCETV, Andre Bellamy

IMAGE 11



Caption

Behind the scenes with panelists and crew.

Credit

SCETV, Andre Bellamy

IMAGE 12



Caption

Behind the scenes view from audience.

Credit

SCETV, Andre Bellamy

IMAGE 13



Caption

Behind the scenes view of panelists from audience.

Credit

SCETV, Andre Bellamy

IMAGE 14



Caption

Crew speaking with panelist Former NFL player and South Carolina Hall of Fame Ambassador Levon Kirkland and Dr. Katrina Hutchins creator of the My Voice is Powerful series.

Credit

SCETV, Andre Bellamy

IMAGE 15



Caption

Behind the scenes shot of panel.

Credit

SCETV, Andre Bellamy

IMAGE 16



Caption

Shot of crew members behind the scene.

Credit

SCETV, Andre Bellamy

IMAGE 17



Caption

Miss South Carolina 2023 Jada Samuel shares a hug with Rosemary Marin-Jones, 4-H Youth Development Agent.

Credit

SCETV, Andre Bellamy

IMAGE 18



Caption

Student panel receive final touch-ups from crew members.

Credit

SCETV, Andre Bellamy

IMAGE 19



Caption

SCETV Chief Learning Officer and Executive Producer Dr. Salandra Bowman with Miss South Carolina 2023 Jada Samuel.

Credit

SCETV, Andre Bellamy

IMAGE 20



Caption

Dr. Stephanie Cook, Interim President and CEO of SCETV and Public Radio, with Miss South Carolina 2023 Jada Samuel.

Credit

SCETV, Andre Bellamy

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