

MLE TOOLKIT STYLE GUIDE

REPORT PREPARED FOR [ORGANIZATION NAME]
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OVERVIEW

The [REDACTED] Foundation recently updated [their brand standards](#). The new [REDACTED] font is Noto Serif for titles and Noto Sans for body text. It is [a universal, free font](#) and was chosen because it is available in many languages.

However, the Noto fonts are not downloaded on every computer and not offered as a default font within Microsoft Products. For that reason, the MLE Toolkit uses standard off-the-shelf fonts (options that are within all Microsoft Products) that most closely mirror the Noto fonts – Times New Roman for headers, and Arial for body text.

The new [REDACTED] Color Palette is much more colorful. This document includes basic recommendations for deliverables with just a few of these colors. The MLE Toolkit uses mostly Green and beige for main sections. However, all colors within the Gates Color Palette described below are acceptable.

In this folder, you can find templates for both the Toolkit PowerPoint and Toolkit Word Document, as well as Strategy Lifecycle graphics highlighting each phase.



CONTENT CONSIDERATIONS

When using the templates or integrating existing content with the MLE Toolkit, some common areas of need include:

COLLABORATING

- Most assets should describe the Strategy Lifecycle, and the asset's place within that Lifecycle. The sections below include a description of special MLE Toolkit introductory slides.
- Ensure partners have common language and framing for equity considerations within the Toolkit.
- Ensure new words are documented in the MLE Toolkit Glossary, and that all partners use the glossary for common terms.

FORMATTING

- MLE resources often have a lot of text, and it's better to keep the body text at least 9 pt. (preferably 11) or to break up content between slides/pages.
- If the tool is something that program officers will need to fill out, uses boxes within a Word document. PowerPoints aren't ideal for those kinds of templates.
- The first iteration of the MLE Toolkit has design considerations based on user testing. Needs may change based on the new team make up and where they access the Toolkit. For instance, sometimes an asset will need a navigation bar (described in the sections below), but sometimes it won't. There are many overview slides, that may not be needed if an asset is used mainly in a training setting.

EDITING

- All links within documents should be indexed and updated. The Toolkit has many interlinking parts, so when the URL of any one asset changes, its link needs to be changed within the asset itself. Indexing links also helps if the Foundation changes the URLs for any of its organizational assets.
- Double check that the footer accurately reflects the content of the asset (so change "Strategy Hypotheses User Guide" to the asset name).
- Update the "Last Updated" date within the footer.



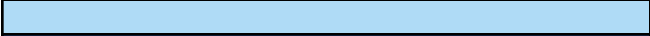
STYLES FOR WORD DOCUMENTS

Fonts

TITLE	Times New Roman, All Caps, 20 pt., Bold. Remove bold after colon
<i>Subtitle</i>	Arial, 16pt, Italic, Orange 40 (#e96c3e)
HEADING 1	Times New Roman, All Caps, 16 pt, Bold. Remove bold after Colon
Text	Arial 11 pt.
Footer #	Arial, 9 pt., right aligned, #A9A9A9, vertical bar between name of doc and number

Colors

The new  Color Palette is much more colorful and designed to be more accessible for people with varied color sight. Select from these colors:

	Beige	#f5f3ed
	Green 10	#c3e3d4
	Green 50	#69a89d
	Green 80	#355759
	Blue 10	#afdbf6
	Blue 60	#3259a8
	Blue 80	#14256b
	Orange 40	#e96c3e
	Red 40	#df5040
	Red 80	#6f1a13
	Purple 80	#631c48

Tables

Most tables have a .75 gray border (#A9A9A9).

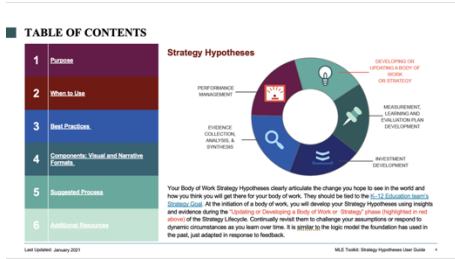
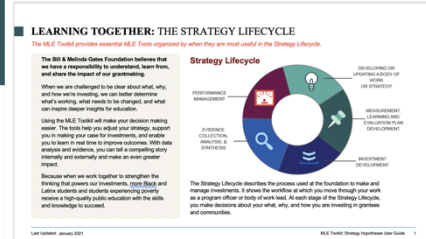
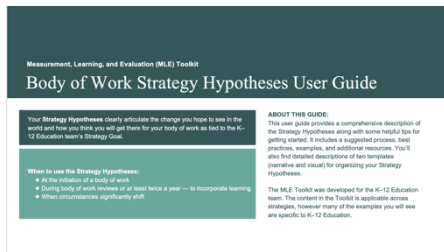
STYLES FOR POWERPOINT FILES

Page Setup | Size: On-Screen Show (16:9)

SPECIAL SLIDES FOR ASSETS WITHIN THE TOOLKIT

Each deck has an Overview Slide, a Strategy Lifecycle Overview Slide, and a Table of Contents Slide. Use the template for these slides and fit your content into them. Note: You will need to change the Strategy Lifecycle Graphic in the Table of Contents slide to ensure it highlights the appropriate Lifecycle stage.





Fonts

SLIDE TITLES: DETAIL

Slide Subtitle

Slide Text

Footer

Times New Roman, All Caps, 20 pt., Bold
Detail after colon is not bold

Arial, 11 pt., Italic, Remove Bold, Red 40
(#DF5040)

Arial, 10 pt. where possible, with line spacing
of Multiple, 1.15. In cases where it is not
possible, try not to go smaller than 8 pt. type.

Arial, 7 pt. Ensure the text box w/the file
name has right aligned text – Must be done
on Master Slides view

TABLES

Most tables have no outside border but do have a .75 white or light blue inner border.

COLOR

Use the new color palette for all Gates deliverables.

	Beige	#f5f3ed
	Green 10	#c3e3d4
	Green 50	#69a89d
	Green 80	#355759
	Blue 10	#afdbf6
	Blue 60	#3259a8
	Blue 80	#14256b

	Orange 40	#e96c3e
	Red 40	#df5040
	Red 80	#6f1a13
	Purple 80	#631c48

USING THE NAVIGATION BAR

Follow these steps if your tool uses the navigation bar.

PURPOSE	WHEN TO USE	BEST PRACTICES	COMPONENTS	PROCESS	RESOURCES
<i>Your Body of Work Strategy Hypotheses clearly articulate the change you hope to see in the world and how you think you will get there for your body of work. They should be tied to the K-12 education team's Strategy Goal.</i>					
Use Strategy Hypotheses to: - Facilitate a shared understanding, across your body of work team and other internal and external stakeholders, of what you are working towards and how you hope to get there "Pressure test" your model - Align around the timeline for change - Prioritize the use of strategic resources - Communicate the aims for a body of work clearly - Uncover assumptions underlying your approach that are not fully articulated	Strategy Hypotheses help you: - Articulate hypothesized relationships between your work and the outcomes you seek - State the assumptions that undergird your model - Identify how you will know if <u>you</u> theory is right	Strategy Hypotheses are NOT: - Exhaustive maps of <u>all</u> of your investments - A flow chart of your processes - Static documents	Strategy Hypotheses can take different formats (see Components), but what is common across all of them is the articulation of actions (<u>i.e.</u> investment areas) linked to the change you hope to see (<u>i.e.</u> outcomes and goals). They should be updated regularly to reflect shifts in your thinking. Other Names: You may also hear the Strategy Hypotheses referred to as a logic model, theory of change, or theory of action. All of these are encompassed within the Strategy Hypotheses templates.		
Last Updated: January 2021			MLE Toolkit: Strategy Hypotheses User Guide 5		

The navigation bar mimics the functionality of a website navigation bar, where the selected section has white text and the non-selected sections are visible but subdued.

1. For the Active text box, leave the text white and bold.
2. For all other text boxes in the nav, change their text color to Green 10 (#c3e3d4).
3. When you change the text on the next slide, adjust the navigation text colors and weigh (Ex. If you are on "When to Use" it should be white and bold and "Purpose" will need to be changed to Green #10 and not bold).

