



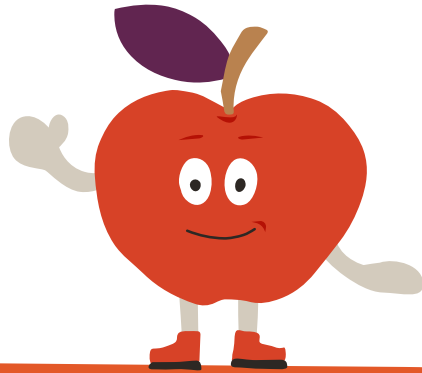
ANDY

THE APPLE

STYLE GUIDE

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**ANDY'S
ADVENTURE
OVERVIEW**

ANDY'S ADVENTURE OVERVIEW

Children are born learning and what they learn in life's earliest moments will dramatically impact their success later in life.

One of the easiest and most effective ways to increase parent-child engagement is by turning everyday experiences, like riding in the car or taking a trip to the grocery store, into learning opportunities for babies. Knowing we wanted to deliver messages to parents and caregivers in consistent, engaging and visually appealing ways and that the apple is the traditional symbol for education, health and wellness, Andy the Apple was born. As a local celebrity to young children in the community, Andy the Apple is trusted and known for his ability to identify and prompt parents of opportunities to engage with their babies.

With Andy, rather than going to the grocery store or taking a bus ride, parents and babies are instead going on an Andy Adventure to a far-off land or outer space. Andy takes an enthusiastic, inclusive and exciting approach to spark ideas and conversations during what would normally be mundane activities, and in turn works with parents to help give their children the best chance at reaching their full potential.

- ▶ **GOAL:** Public awareness & increased parent/child engagement
- ▶ **AUDIENCE:** Parents with Children birth to 4 years old
- ▶ **TACTICS:** Street teams, videos, interactive signage experiences, print collateral

ABOUT TALKING IS TEACHING

Talking is Teaching is a multimedia campaign that is working to help parents understand that they have the power to boost their children's vocabulary through simple actions every day – like talking about things seen on a walk, or singing songs together during bath time. Using social media, books, videos and information from expert partners, Talking is Teaching shares fun and easy ways that parents can improve their babies' learning. Talking is Teaching is a campaign of Too Small to Fail in partnership with various organizations that are dedicated to improving early childhood development. This campaign is aimed at helping communities take meaningful, evidence-based actions to improve the development and well-being of its youngest children.

ANDY'S ADVENTURE OVERVIEW CONTINUES ON PG. 5 ▶

MODE, THEMES AND CONTENT

Content

Content for Andy's Adventure either relates to early literacy or early science, technology, engineering and/or math. Some ideas include but are not limited to:

1. ABCs
2. Letters & Numbers
3. Counting
4. Relationships: Small or Large; Heavy or Light; High or Low; Near or Far
5. Shapes
6. Colors
7. Seasons and Temperature
8. Animals and Animal Sounds
9. Imagination-Building (Imagine if...)
10. Patterns

Themes

Although the content subjects remain constant, the theme of the message changes in response to the location of the signage. Signs on a bus use transportation themes, while signs in a grocery store use food themes.

Mode

The mode is the type of signage used. Andy's Adventure uses everything from price strip inserts, floor decals, post cards, flyers, bus wraps, hanging signage, window wraps and beyond. The sky is the limit. Find out where users are and design signage for that location in a way that surprises and delights.

CREATIVE DIRECTION

Andy's Adventure is designed to be minimal so that the focus is on the message. Since the focus of users should be on the activity messaging, all activity signage uses a wide-open white background in which elements are laid out with ample padding around all the elements, and elements are minimized both in style, shape and quantity; this helps make the signage feel focused, clean and accessible. The design contrasts with the usual cluttered signage that occurs in the environments where the signage is installed, like retail or grocery stores or natural environments like parks.

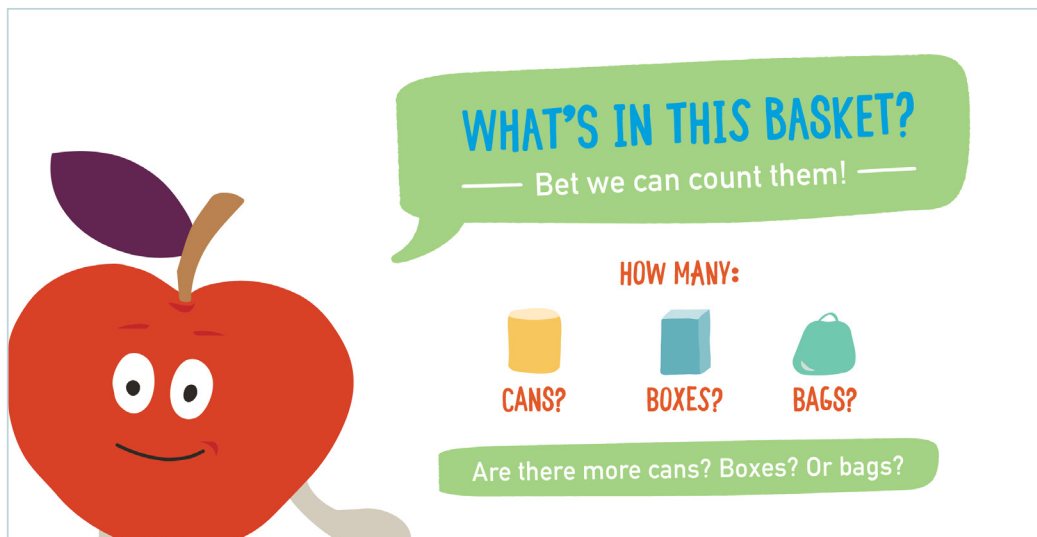
Every word counts in Andy's Adventure. Type hierarchies are strong and word count is limited to allow for ease of reading during busy activities – the key is keeping signage short and effective.

Andy's Adventure uses white space, vibrant colors and bold, simple shapes to form small scenes centered on exclamations by Andy the Apple. Andy invites users into his world of adventure, composed of a series of activities and fun facts. Signs that are action-focused or fact-focused may use a colored background with white type without Andy the Apple or illustration elements.

CALLOUT:

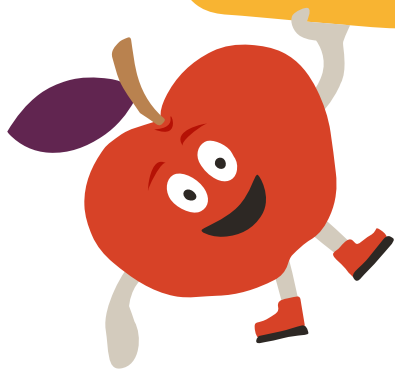
Activity signage should mainly be white, making Andy and his message the main focus. Action or fact signage can include bolder background colors.

EXAMPLE:






KEY
MESSAGING





KEY MESSAGING

- ▶ Talk, read, sing every day.
 - ▶ Everyday moments like going to the grocery store, a car ride or bath time can be learning moments for your baby.
 - ▶ Talking, reading and singing are some of the easiest and most effective ways to build your baby's brain, while developing the important bond between caregiver and child.
 - ▶ The more words babies and children hear, the more they learn.
 - ▶ Taking advantage of simple, everyday moments will make a huge impact on your baby's ability to reach their full potential.
 - ▶ It's never too early to start talking, reading and singing with your baby.
- 



HOW ANDY
TALKS



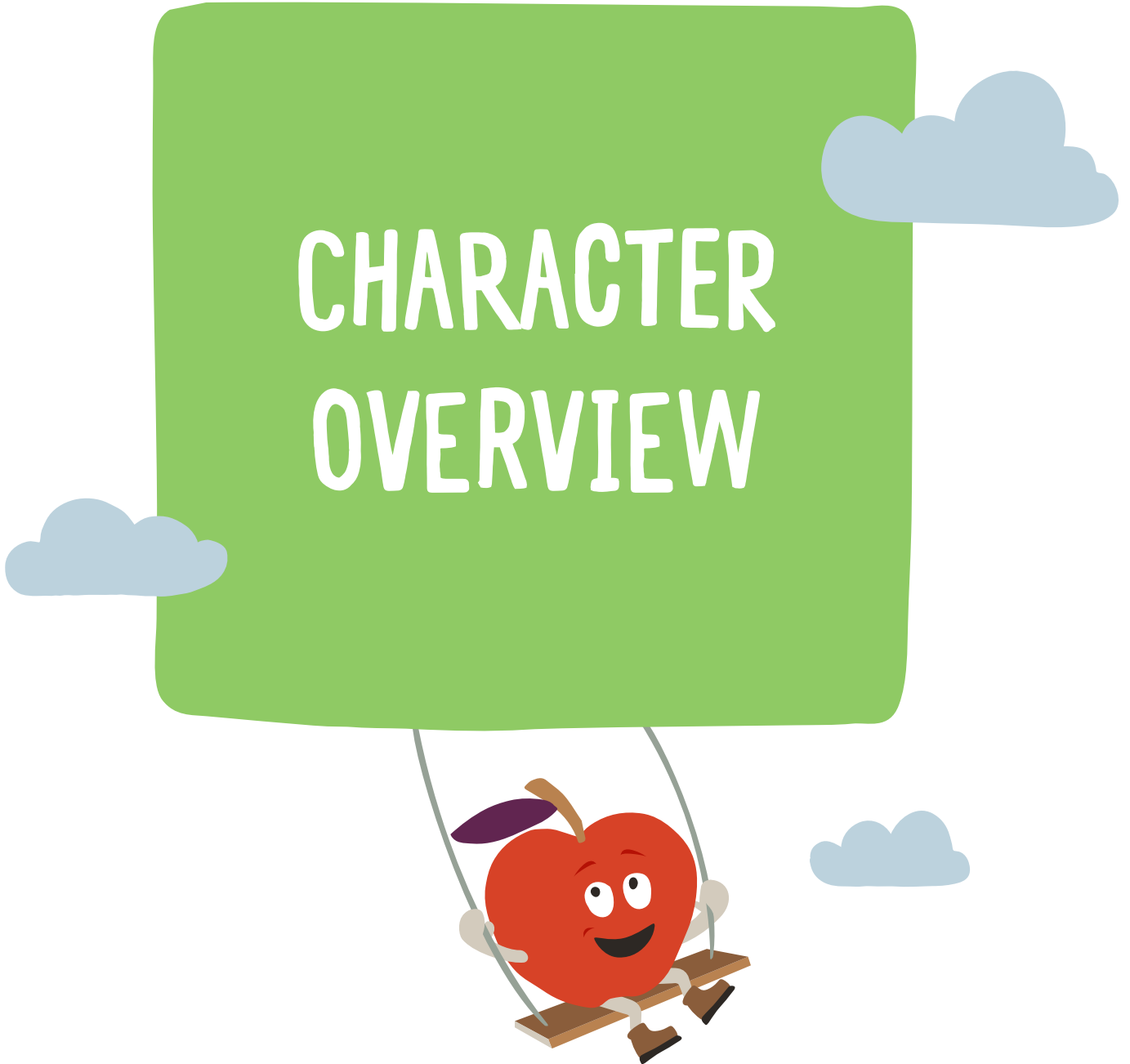
HOW ANDY TALKS

Research shows that an inclusive, non-directive tone is best for communicating with the target audience. Andy should use simple, open-ended questions to encourage dialogue, rather than simple yes/no questions.

10 TIPS TO TALK LIKE ANDY

- 1 Be inclusive. Use words like “let’s,” “we,” and “our.”
- 2 Invite parents and children to participate in the activity, don’t tell them to.
- 3 Try to keep phrasing gender-neutral and use Andy’s name instead of “his,” “her,” “he” and “she.”
- 4 Ask open-ended questions. Questions that end with an answer of “yes” or “no” do not promote imagination-building or prolonged dialogue and interaction.
- 5 Suggest specific activities like, “What shapes do you see in our basket?”
- 6 Keep language simple and as short as possible, no higher than a third-grade reading level.
- 7 Be engaging and positive- it is all about an attitude of awareness and openness.
- 8 Feel free to use exclamation points. Adventures are exciting!
- 9 Direct questions toward children, even though parents are reading the signs. For example, “Is your cart a rocket ship?” Andy provides prompts for parents to help start a dialogue with their children.
- 10 To write the headline, think like a child. To write facts or calls-to-action, think like a parent.

CHARACTER OVERVIEW



CHARACTER OVERVIEW

- ▶ Andy the Apple was created to help illustrate the energy and enthusiasm of learning, communication and healthy habits between parents or caregivers and their children. The Apple is a traditional symbol for education, health and wellness. By using an apple, this campaign is able to adapt to a wide variety of content aimed to increase learning.
- ▶ Andy is illustrated in a style that is both simple and friendly, neither over-designed nor under-developed. Andy includes anthropomorphic qualities such as diverse and expressive facial features and arms and legs that allow him to join in all kinds of activities, situations and scenarios.
- ▶ The name of the character is gender-neutral by design to appeal across genders and can be interpreted as either male or female.

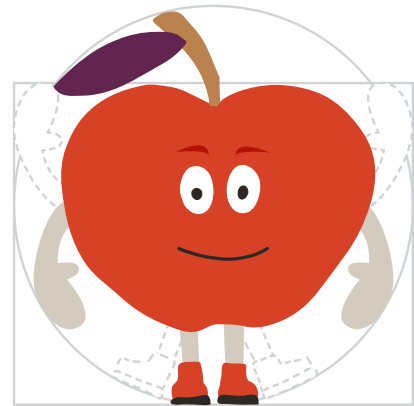




DESIGN GUIDE

▶ ANDY THE APPLE CHARACTER PROFILE

Andy the Apple is made up of several different components that work together to create a cohesive dynamic character capable of action and emotion.



CHARACTER DIAGRAM

BODY

Andy's body is made of a red apple silhouette.

Alterations Allowed:
None

STEM & LEAF

Andy's stem is a brown, slightly curved shape with a purple leaf.

Alterations Allowed:
Andy's stem can flip horizontally and point either left or right and the leaf may appear on either side at any time to allow for layout flexibility.

EYES

Andy's eyes are two white ovals with black filled-in pupils.

Alterations Allowed:
The pupils can move around within the white oval to indicate the direction Andy is looking. Andy's eyes may also be altered to show many positive emotions and actions including winking and sleeping.

EYEBROWS

Andy's eyebrows are an emotive crescent that hovers above the eyes.

Alterations Allowed:
The eyebrows can appear over the eyes as far up above Andy the Apple as needed to indicate expression. The eyebrows may also be rotated to help Andy express emotion.

MOUTH

Andy's mouth is black.

Alterations Allowed:
The mouth may be altered to show many positive emotions and actions including smiling and laughing and in some instances, may show his teeth.

ARMS & LEGS

Andy's arms and legs are gray-beige and human-like in their silhouette.

Alterations Allowed:
Arms and legs may rotate to help with action and positions. Avoid positions where it looks like Andy is missing a limb.

HANDS

Andy's hands are cartoon-like in shape and do not include individual fingers. Think of his hands as a mitten in how they work.

Alterations Allowed:
Andy's hands may fold in the same manner as a hand would in a mitten. Andy's hand may grasp to hold accessories. Andy may point with one "index finger."

FEET

Andy wears red shoes with black soles.

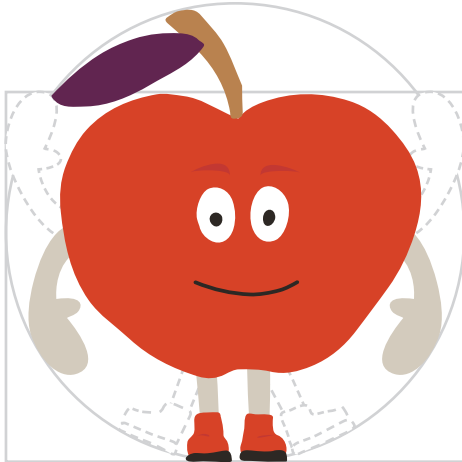
Alterations Allowed:
Andy's shoe color may change to compliment his environment.

ACCESSORIES

Accessories are any item that Andy uses in an illustration. Each accessory must look like it belongs in the scene and be illustrated and colored to match the style. An accessory might be a telescope that Andy holds or a hat that Andy wears.

Alterations Allowed:
Accessories should be designed to further the narrative of an activity or provide context clues. Accessories may be designed as needed, but try to use existing accessories when possible.

DESIGN GUIDE CONTINUES ON PG. 15 ▶



CHARACTER COLORS



BODY

PMS 7597
RGB 215, 64, 34
CMYK 10, 89, 100, 2
HEX D74022



EYES

PMS BLACK
RGB 46, 42, 37
CMYK 66, 64, 67, 67
HEX 2E2A25



ARMS & LEGS

PMS 7534
RGB 211, 204, 189
CMYK 17, 16, 24, 0
HEX D3CCBD



STEM

PMS 729
RGB 183, 129, 79
CMYK 25, 50, 77, 6
HEX B7814F



EYEBROWS

PMS 180
RGB 195, 58, 50
CMYK 17, 91, 89, 6
HEX C33A32



HANDS

PMS 7534
RGB 211, 204, 189
CMYK 17, 16, 24, 0
HEX D3CCBD



LEAF

PMS 7652
RGB 98, 38, 80
CMYK 58, 93, 40, 32
HEX 622650



MOUTH

PMS BLACK
RGB 46, 42, 37
CMYK 66, 64, 67, 67
HEX 2E2A25



FEET

PMS 7597
RGB 215, 64, 34
CMYK 10, 89, 100, 2
HEX D74022

ACCESSORIES

Accessories may appear in any color from the main or secondary palette. See pages 19 & 20.

DESIGN GUIDE CONTINUES ON PG. 16 ►

► LAYOUT GUIDELINES

BRIGHT, CLEAN AND OPEN

- Designs for Andy's Adventures are bright, clean and open. The background is white with ample space between each of the design elements and those elements to the edge of the sign.
- Look for a ratio of 20% content, 40% design elements to 40% white space.

RULE OF THIRDS

- Anchor Andy in the middle third of the space and build content around Andy if at all possible. If the layout is wide or narrow, it is okay to have Andy off-center on the edge.

SPEECH BUBBLE HEADLINE ON TOP

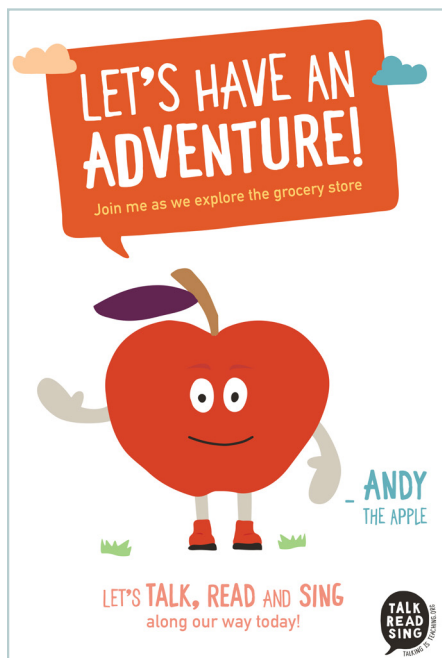
- Include the headline and subhead toward the top of the piece as people scan from top to bottom and left to right. This increases the chances of the full message being read.

BRANDING ELEMENTS ON BOTTOM

- Include standard branding elements at the bottom of the piece when possible (logo and URL).
- If the piece is viewed from a distance, the logo and URL will not be legible and should not be included.
- The logo and URL may be removed at the discretion of the designer.

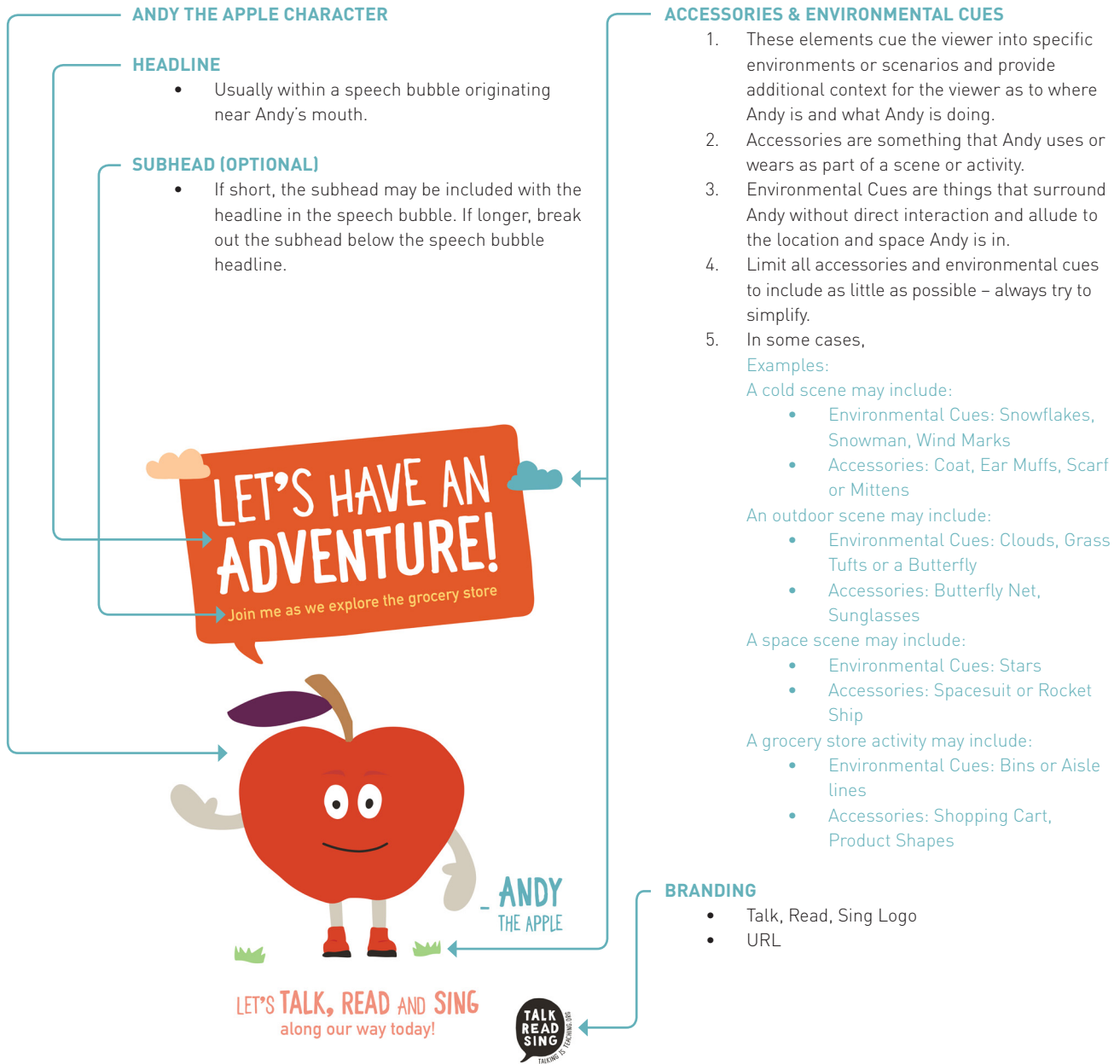
CROPPING ANDY

- If Andy is cropped within the design, make sure part of his stem including the leaf is visible.



DESIGN GUIDE CONTINUES ON PG. 17 ►

DESIGN ELEMENTS DIAGRAM



DESIGN GUIDE CONTINUES ON PG. 18 ▶

▶ HIERARCHY OF INFORMATION

INTRODUCTION

Each sign should take care to ensure visual emphasis, weight and prioritization as recommended in the following:

1. Headline (usually in a speech bubble)
2. Andy the Apple Character
3. Subhead
4. Accessories
5. Environmental Cues
6. Branding (Logo/URL)

MOST IMPORTANT



LEAST IMPORTANT

DESIGN GUIDE CONTINUES ON PG. 19 ▶

COLOR PALETTE

INTRODUCTION

- The color palette for Andy the Apple is diverse. A main group of colors should be adhered to for the majority of the signage elements, and secondary colors may be used at designer's discretion to accent the main palette (especially with accessories).
- Andy the Apple should always appear in the same color. Do not change the color of Andy's profile elements (with the exception of his shoes).
- Only 30% of the color should come from the secondary palette.

MAIN COLOR PALETTE



PMS 299
RGB 0, 161, 223
CMYK 80, 18, 0, 0
HEX 00A1DF



PMS 7579
RGB 225, 88, 41
CMYK 7, 80, 98, 1
HEX E15829



PMS 359
RGB 163, 215, 131
CMYK 39, 0, 64, 0
HEX A3D783



PMS 134
RGB 255, 210, 108
CMYK 0, 18, 67, 0
HEX FFD26C



PMS 7709
RGB 100, 177, 188
CMYK 60, 13, 25, 0
HEX 64B1BC



PMS 486
RGB 240, 144, 124
CMYK 2, 53, 47, 0
HEX F0907C



PMS 552
RGB 187, 210, 220
CMYK 26, 9, 9, 0
HEX BBD2DC
Not acceptable for type



PMS 712
RGB 255, 201, 153
CMYK 0, 24, 41, 0
HEX FFC999
Not acceptable for type



PMS 7690
RGB 0, 118, 169
CMYK 92, 47, 15, 1
HEX 0076A9

DESIGN GUIDE CONTINUES ON PG. 20 ▶

SECONDARY COLOR PALETTE (ACCENTS ONLY)



PMS 492
RGB 147, 50, 53
CMYK 28, 90, 77, 25
HEX 933235



PMS 7697
RGB 79, 134, 160
CMYK 72, 37, 27, 2
HEX 4F86A0



PMS 143
RGB 247, 179, 52
CMYK 2, 32, 92, 0
HEX F7B334



PMS 5503
RGB 147, 183, 187
CMYK 43, 17, 24, 0
HEX 93B7BB



PMS 338
RGB 110, 205, 178
CMYK 54, 0, 39, 0
HEX 6ECDB2



PMS 586
RGB 227, 225, 123
CMYK 13, 3, 65, 0
HEX E3E17B
Not acceptable for type



PMS 7508
RGB 227, 184, 126
CMYK 11, 28, 57, 0
HEX E3B87E



PMS 2011
RGB 247, 148, 30
CMYK 0, 50, 100, 0
HEX F7941E



PMS 7489
RGB 119, 168, 83
CMYK 47, 0, 80, 0
HEX 77A853



PMS 7538
RGB 148, 154, 144
CMYK 44, 33, 42, 2
HEX 949A90



PMS 425
RGB 88, 89, 91
CMYK 0, 0, 0, 80
HEX 58595B



PMS 424
RGB 109, 110, 113
CMYK 0, 0, 0, 70
HEX 6D6E71



PMS Cool Gray 8
RGB 128, 130, 133
CMYK 0, 0, 0, 60
HEX 808285



PMS 427
RGB 209, 211, 212
CMYK 0, 0, 0, 20
HEX D1D3D4
Not acceptable for type



PMS 7541
RGB 230, 231, 232
CMYK 0, 0, 0, 10
HEX 00A1DF
Not acceptable for type

ANDY THE APPLE CHARACTER PALETTE



PMS 7597
RGB 215, 64, 34
CMYK 10, 89, 100, 2
HEX D74022



PMS 180
RGB 195, 58, 50
CMYK 17, 91, 89, 6
HEX C33A32



PMS 729
RGB 183, 129, 79
CMYK 25, 50, 77, 6
HEX B7814F
Not acceptable for type



PMS 7652
RGB 98, 38, 80
CMYK 58, 93, 40, 32
HEX 622650



PMS BLACK
RGB 46, 42, 37
CMYK 66, 64, 67, 67
HEX 2E2A25



PMS 7534
RGB 211, 204, 189
CMYK 17, 16, 24, 0
HEX D3CCBD
Not acceptable for type

DESIGN GUIDE CONTINUES ON PG. 21 ►

► SPEECH BUBBLES

- Headlines usually appear in speech bubbles.
- Speech bubbles should originate from Andy, if used.
- Speech bubbles may appear in any color from the main palette as long as there is enough contrast between the speech bubble color and the type within the speech bubble.
- Speech bubbles can be several different shapes.

Examples:



DESIGN GUIDE CONTINUES ON PG. 22 ►

▶ ILLUSTRATIVE ELEMENTS

Andy the Apple signage often uses supplemental illustration elements such as accessories and environmental cues. Should new signage be developed requiring accessories or environments that are not yet developed in existing signage, new elements may be designed in a similar style to existing assets.

Some Guidelines for Designing New Illustration Elements:

- Limit colors to two or three colors per element – the less, the better
- Use a strong silhouette and limit highly-detailed elements
- Make the silhouette imperfect and asymmetrical
- If an animal - ensure the illustration looks engaged and happy
- Use motion lines if the element is moving energetically



▶ LOGO BUG/CO-BRANDING

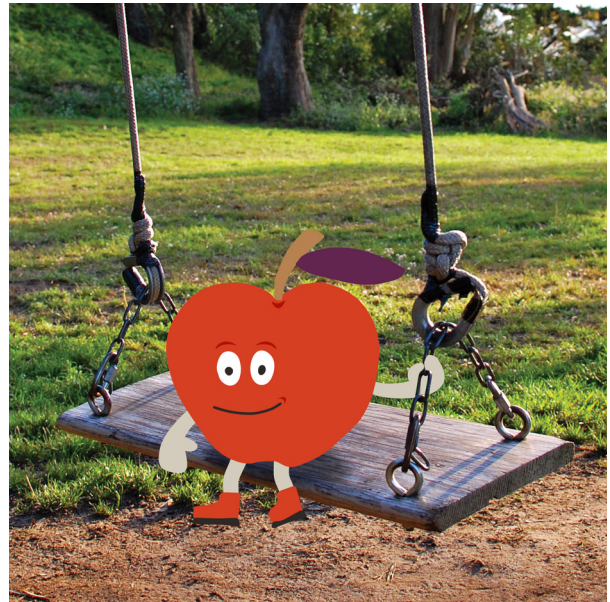
- Include the black and white version of the Talk, Read, Sing Logo and URL in the lower right corner of all signage at a minimum size of 1 inch wide.
- If the piece is viewed from a distance, the logo and URL will not be readable and should not be included.
- The logo and URL may be removed at the discretion of the designer.



DESIGN GUIDE CONTINUES ON PG. 23 ▶

▶ PUTTING ANDY IN A REAL ENVIRONMENT

In other materials, Andy may appear placed in a “real environment” through a background photo. In this case, do not add any sort of dimensional shading to the character; the character should remain flat in comparison to the 3D space. A slight cast shadow may be added behind or under the character when appropriate.





**COMMUNITY
APPLICATIONS**

COMMUNITY APPLICATIONS

RELEVANT ACTIVITIES AND SIGNAGE (TO LOCATION)

- Every signage experience is unique, and each sign should be customized and placed in the most relevant location for each message and activity.
 1. This sign is placed in the frozen food milk and chilled sections of the grocery store and includes an activity about temperature and size.



COMMUNITY APPLICATIONS CONTINUES ON PG. 26 ►

CONTEXT

- Pay close attention to the space in which signage will be displayed. Ideally, signage is not highlighting unhealthy food or adult-specific products. Signage should be associated with products that promote healthy living and eating or with products related to family, children, babies or mothers.

Avoid: Candy, Soda, Alcohol, Raw Meat

LANGUAGE

- Spanish Community
 1. Translations

All rules for the English signage should be followed when translating to Spanish. With Spanish language typically using more characters than English to communicate the same message, it may be necessary to adjust phrasing so there isn't too much text.
 2. Bilingual Signage

With nouns being masculine or feminine in the Spanish language, adjustments must be made in order to address both males and females. When it is necessary to specify a gender, the feminine noun may be used. Phrases must also be worded in an informal tone to sound more friendly and inviting.

READABILITY: SIZE AND COLOR

- Remember to size content so that it can be viewed clearly; signs that are viewed from a distance should have large type, and signs that are viewed from a close distance can get away with smaller type.
- Lighter colors will not be readable in small type or from far distances.

STEWARDSHIP OF PARTNER SPACE

- We are stewards of the property and location where our signage experience is installed; do not install any signage that will result in permanent damage. Use due-diligence with vendors and materials to ensure we are taking care of each space. Clarify the implications of signage with store owners and managers.



LESSONS LEARNED

In the course of piloting an Andy's Adventure Experience, here are some things to keep in mind:

1. **Partners Matter** – find a partner that is passionate about the cause. They will be more willing to work with you on installing signage and more than likely allow you to install more signage.
2. **Size matters** – pay attention to where signs are located and how far away a user will be when reading them. User experience should dictate placement strategy.
3. **Use non-damaging materials** – protect surfaces and locations where installations occur.
4. **Water and weather-proof** – most signage materials will need to be weather and water-proof if they transition inside to outside, mainly live outside or are in climate-controlled environments (like a wet produce section or a cold freezer section).
5. **Be flexible** – every location is different and will require different optimizations. Be prepared to trim, adjust location or mount signage differently than planned.
6. **Use coatings to ensure durability** – these signs will need to be installed for a long time and will be walked on, bumped and bruised- coatings will help keep signs strong.



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