

# CREATIVE BRIEF

V2 | 5.18.18



## Client:

Mid-State Literacy Council  
Amy Wilson  
awilson@mid-stateliteracycouncil.org

## Project:

Branding/Identity Package

## Schedule:

May 19 - Call for logos begins  
June 8 - Logo submission deadline  
June 30 - Brand[Aid] Workday  
July - September - Complete Deliverables  
September - Brand Launch

---

## BACKGROUND

The Mid-State Literacy Council (MSLC) is a non-profit group providing adult education instruction in Centre and Clearfield Counties. Founded in 1971, the Council offers basic literacy, English as a Second Language, and family literacy services to adults who are in need of the basic communication skills needed to navigate through their day-to-day activities.

MSLC provides low-cost tutoring programs and classes to adults learning literacy and English language skills in Centre and Clearfield counties.

Today, one-on-one tutoring and small classes are offered by 225 trained tutors to more than 250 adults in Centre and Clearfield counties. Trained volunteers share their skills by teaching reading, writing, math, English, basic computer, health, and financial literacy.

---

## VISION

To support adults in developing the basic communication skills needed to navigate through their day-to-day activities; things like reading instructions on medicine labels, speaking to their doctors about symptoms, obtaining a job or seeking a promotion, and reading to their children.

---

## OBJECTIVE

Mid-State Literacy Council is hoping to achieve greater visibility in the community through the establishment of a brand identity. Existing branding and marketing materials are inconsistent in design and messaging. This lack of cohesion limits their visibility and is not reflective of their reputation in the community.

Specifically, Mid-State Literacy Council requests help with the following deliverables:

1. Logo
  2. Tagline
  3. Website redesign
  4. Brochure or Postcard
  5. Stationery Suite (business cards, letterhead, envelopes, etc.)
  6. Newsletter/e-Newsletter (Mailchimp)
  7. Bookmarks & Book Stickers
  8. Live streaming guidance (if possible)
-

---

**WHO ARE WE TALKING TO?**

**The Community of Centre & Clearfield Counties:**

The success of Mid-State Literacy Council relies on the community of Centre and Clearfield Counties, as volunteers, donors, referrers, and friends.

**Adults who seek help from Mid-State Literacy Council:**

Low literate adult learners and English as a Second Language adults of every race, ethnicity, age, gender, and religion participate in MSLC education programs

Potential audiences for specific communications include:

- ▶ Donors & prospective donors
- ▶ Event Sponsors
- ▶ Potential Volunteers - Penn State students and local retirees
- ▶ Families of students connected to PSU Global Programs
- ▶ SCASD parents who are internationals, immigrants, refugees
- ▶ Human Service Agencies that refer students to MSLC
- ▶ Employers who refer low literate and limited English adults

---

**WHAT IS THE ONE THING WE NEED TO TELL THEM?**

Illiteracy is a hidden need in our community, a condition affecting 11% of Centre County residents. Unless people know someone who has been illiterate, it's just not "real" to them.

---

**HOW DO WE WANT THEM TO FEEL?**

Inspired  
Excited  
Energized  
Empathetic

---

**WHAT DO WE WANT THEM TO DO?**

We want community members to become aware of Mid-State Literacy Council and to get involved; volunteering their time or making a donation of funds or childrens' books.

We want adults struggling with illiteracy to know that support is available and to seek help from MSLC.

---

**WHY WILL THEY BELIEVE US?**

1. Mid-State Literacy Council provides education, basic literacy skills, and life skills for adult learners in Centre and Clearfield Counties.
2. With these new skills, adults are able to obtain employment, a driver's license, citizenship, entrance to higher education, general education diplomas, access to healthcare, and parenting skills.
3. Children with no books at home, and therefore at risk of becoming illiterate adults, are provided summer reading books to keep and establish their "forever libraries."

---

**WHAT IS THE TONE?**

Positive  
Strong  
Empowering  
Confident  
Transformative  
Compassionate