TEENPACT LEADERSHIP SCHOOLS

Changing Lives to Change the World





TeenPact Leadership Schools is a nonprofit ministry that celebrates faith, politics, and education. We partnered with them on a wide range of projects—refreshing their brand, updating their website, and providing general communications support to sustain their ministry.

TeenPact Leadership Schools provides a space where students can learn about the political process while growing in their relationship with Christ. Through decades of successful work, TeenPact had cultivated a brand with a great reputation, and it was time to guarantee that work could continue effectively.

WHO THEY ARE

TeenPact was confident in the strength of their brand, and rightfully so, but because the logo had been in use for so long, the original file had lost its luster and needed to be updated. Along with that, the organization had grown exponentially, and TeenPact wanted to make sure that its message and visual brand were consistent in every one of its events and sub-brands.

THE CHALLENGE



HOW WE PARTNERED TOGETHER



Amenable stepped in to update TeenPact's logo files and ensure their brand was incorporated universally at both the state and national level. This approach included the creation of editorial and style guides, as well as a wide range of new print materials and branded merchandise.

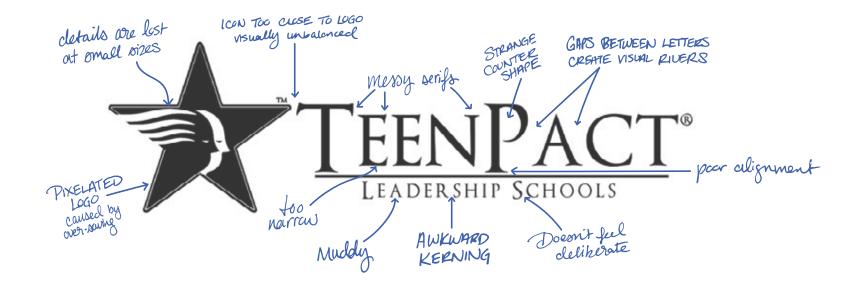


When TeenPact reached out, they had a well-established brand and logo. It had been in use for years, so many people in their audience—including volunteers, students, alumni, and donors—could easily recognize it. Unfortunately, the core logo file was raster-based, so it had gradually decayed with years of use and was noticeably pixelated.

Because the brand trust was already high, we opted to rebuild the logo files from scratch, which required an intensive evaluation of all the visual features that made the original unique. From there, we began to reconstruct the file, with additional attention to issues that might impact multi-context use, like alignment, scale, or kerning. (*Want to learn more about the brand refresh process? Click the link below!*)

Get Access to the In-Depth Brand Refresh Downloadable \rightarrow

ORIGINAL LOGO



REFRESHED LOGO







Next, we made primary and secondary lock-ups of the logo, as well as typemarks (text-only) and logomarks (icon-only). It was important for TeenPact to have a consistent brand across each of its state-specific programs, so we created separate sub-brand logos as well. To ensure there would be a logo for every need, we made six color versions, ultimately resulting in 1,108 different logo formats for the nonprofit's brand and state sub-brands!

HORIZONTAL LOCK-UP





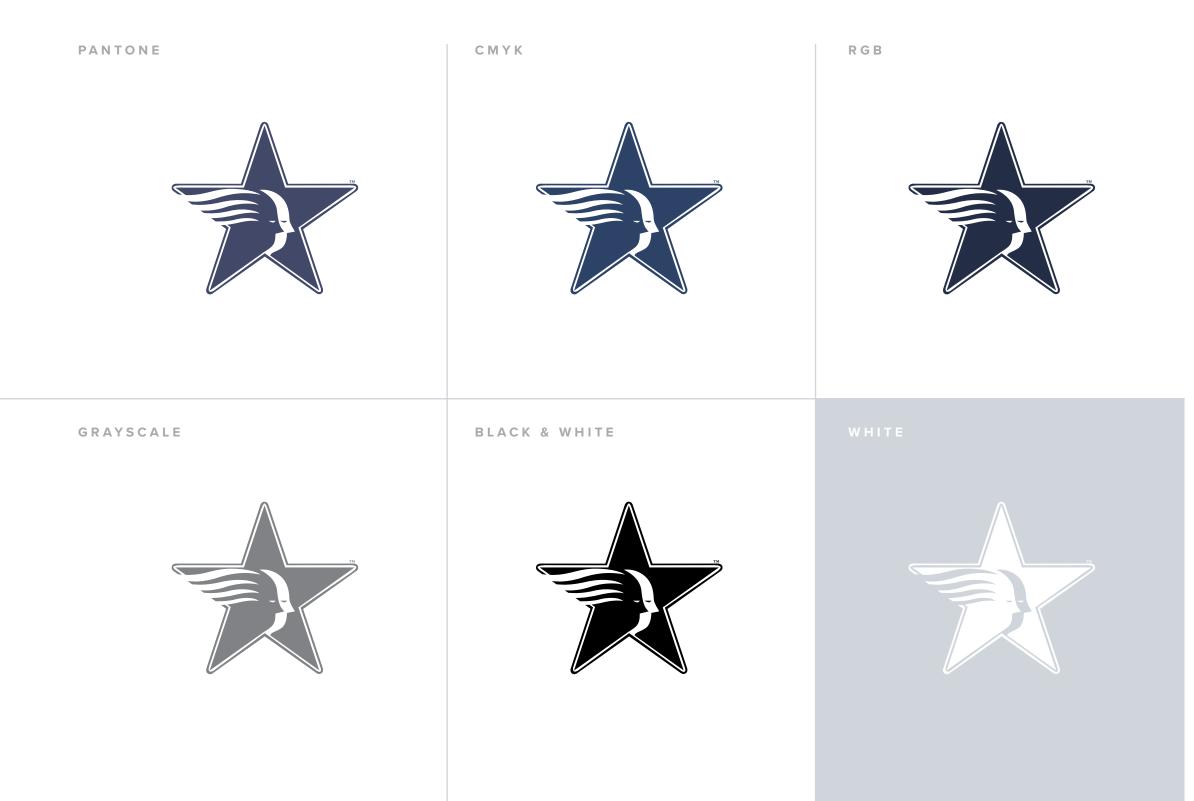


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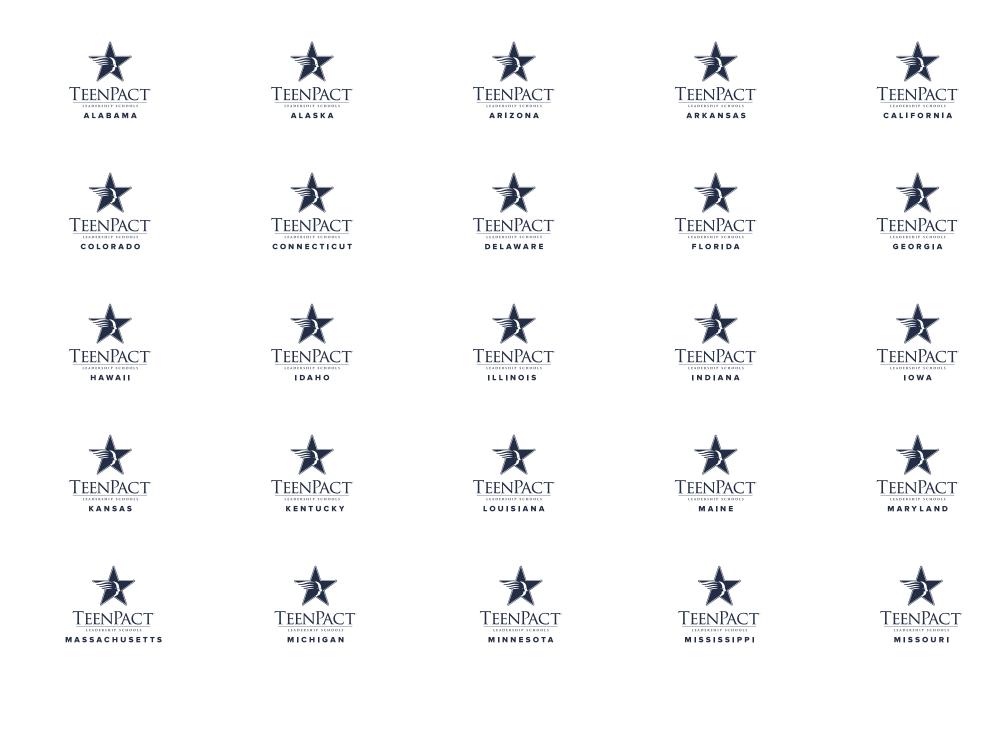




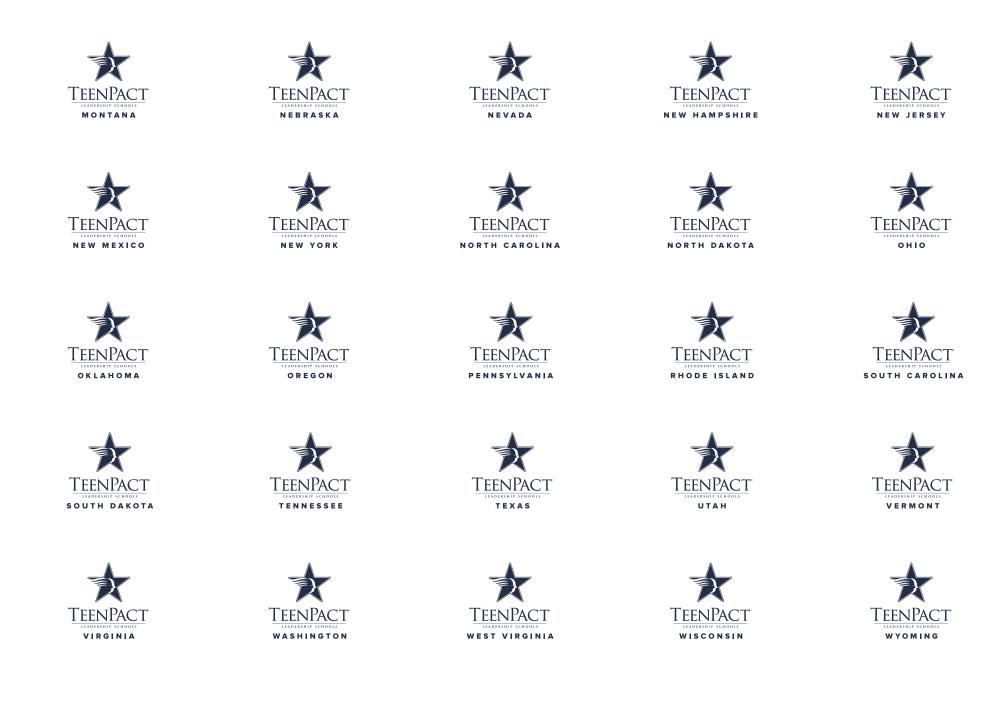


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STATE LOGOS



STATE LOGOS





While sharpening the logo, we also deemed it necessary to clearly articulate the heart of the TeenPact brand thrrough defined values so that the brand could grow with the organization. Strategic brands are built on value-driven design. Through our conversations with the team, we found five key words that described TeenPact's vision—



Intentional

Our vision is to raise up a new generation of disciplined, focused leaders. We visually communicate this by keeping our brand clear and simple. This means less is more, visual white space is a good thing, and all communications should have a clear purpose.



Relational

At the heart of the TeenPact experience is Christian discipleship. We communicate this through our brand by encouraging community and creating a safe, trustworthy environment.



Classic

As an educational organization focused on developing leaders, our brand is a mix of classic design with modern elements. We convey the value of TeenPact through communications that honor the history of TeenPact and the political process on which our classes are founded. Our brand is never trendy, but always communicated in innovative ways.



Dynamic

The TeenPact experience is hands-on and on-site it's relevant, intense, and always fun. Like a TeenPact class, our brand communications are engaging, memorable, positive, and excited! We convey this through dynamic photographs, bold typography (fonts), and interesting content.



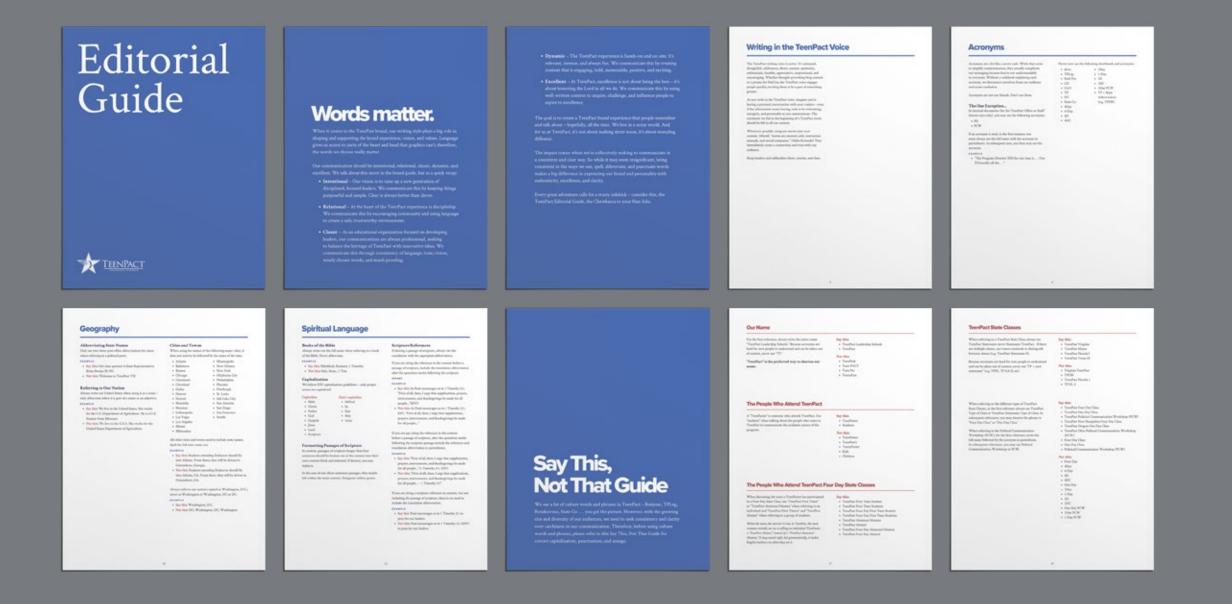
Excellent

At TeenPact, excellence is not about being the bestit's about honoring the Lord in all we do. Through the TeenPact Brand, we seek to live out Colossians 3:23—"Whatever you do, work heartily, as for the Lord..." Our goal is to inspire, challenge, and influence all who interact with the TeenPact Brand to aspire to excellence. Everything that goes out into the world representing TeenPact should reflect this spirit.



With these concepts as our guiding vision, we developed several additional resources for TeenPact to use in the future. First, we established a clear visual language, including color palettes, typographic rules, and a photography style. For convenience, we compiled these rules into brand and style guides, which could be used by anyone associated with TeenPact, ranging from the national office to volunteers.

Brand The TeenPact Brand The TeenPact Logo In 1994, TeenPact Leadership What is a brand? Controly to popular opinion, it's not the logo or the onlors. Ye not The logs of ToesPact Loadonhip Schools is a visual representation of this excellent program and awasenee people we all know and leve. It is to the TrenPart nation what "red, white, and blac" are to America. mething you can make overnight or determine on a whim. Schools was born out of a Guide conviction that young people tion. This experiment is one of teachings & super-positry, doubting, bring, and teachings are while a bring concentry forces (Are, and Science). nemerications. The lage sharely server be used in wear-tails of when is denote to this Read/Tanks can and should understand Meet the Value the political process, value TeenPact their liberty, defend the Christian faith, and engage Brand Guide. the culture at a time in their As we attrive to change lows to change the world, we have a great responsibility to craft and clearly communicate the stores, researces, and kay messages of the Fernillate corporator. Doing this with modifier however, will arout out-place by Symposium. TEENPACT lives when, typically, they do not care about such things. So thank you in advance for your help in keeping the visuals of TeenPac Leadership Schools at the highest Sevel of averagements. Typography Tips Creating Space Typography Our Brand Colors will his important to have plenty of white space around the logs-While more people think, the logo is the kinggin of a brand, it's actually the typefaces Not says which treaders to use where? Here are a few time to get you started Our color submits is strong, surjativity, and classic - like your fermiler TemPart Class A rold putting content or graphics too must the logo or plasting the logs too must an edge. A good rule of thumb is to always have an a height amount of space second logo that are the fearing, hardworking, little-acknowlodged leaders. They are the first to greet people and the has amiling face people are when they leave. You'll want to be friends with them. YOUR BRILLIANT HEADER * That off with a tentu a tentu and BOOD HEROLINE, IT INFORM HE THE BOORDET TEXT ON HOUR PARE NO POLICE VEHICLE DOCELT PRIME NO POLICE VEHICLE DOCELT PRIME WITH OTHER CONCELLS TEXT SEMEDIA TALK HERE The CMUK for makes Augoriphism, Later. West can developed it or desception from Complexity. COULD LOOK LIKETHIS × Name and an orthogonal in case X makeric purse and acods. Quisque riscident quis, agrees in tertor. of post-orderings of Committings aught combiguement Committee Test Promi ani tokoloari ligale, Phonelles vel aliquati pare. Gandesar toros ligale, consentence in tritinge ne, alignecepter al etc. Ind alignesise de anet tortes qu' TEENPACT X preting. BOYAL NAVY THIS IS A GREAT SUBMEAD ... Period Period< X X Four alaterize, name a fermitian denses, min alia alaterizer autos, tel denserva or pare the obli-Passe at area of known groupers tourishort gain a diant. Amount vice perifer and Proxima Nova Crimson Text THE REPART OF A LOCAL AND A LO AND ANOTHER SUBHEAD Quispar solicitage selfaitadis introduce. Macross pretine advision atia, et malescada benes. Class aprese i ABERTRICUS MEDICATION COL andress al litera torquest per sonabia nontra, per las Removatore. Virusing obvicion interchant includion. Process Crimer Tex Bater Crimer Tex Inti Crimer Tex India Crimer Tex India Crimer Tex India Crimer Tex India GRET Proster Para Repair Protection Research Protection Research Protection Research effectue piscislues area in lawrent. Prime une inscidure -NAME NORE FOOD CONTENT IS CLOSE AND ACCESSIBLE BY STAND CRAMON TAXE IN IN THIS. Spale Provider of aligner-gases. Combine term lipsle. seasons is minipar as, allowooper idea. Ind Agricultur sit and series age proton. inspectors . BARE LINES LAST TO FIND BT UNANUMA THEN LOLAN TOLICIDAE, AND DESITTERS TOLICIDAE, AND DESITTERS "These are described as an installed fill work for the same



Photography Guide



It's no secret that we love photography at TeenPart. For an shore stunning capital building photos, on an renderion of group selfers, and dramatic Utitimate Frisber action shore book mark our favorite TornPact memories. And for those not so familiar with TeenPact, these photographs are an essential part of connecting them to the sizion and heart of TernPact.

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TeenPact has an exceptionally-large team when considering its many state offices and volunteers, and it was important to have unity across the program. With that in mind, we incorporated the refreshed brand in new office signage, retractable banners and tablecloths, and a variety of print materials, including letterhead, business cards, envelopes, and notecards.



TEENPACT.COM 804-323-7051

610 Moorefield Park Drive, Suite 700 Richmond, VA 23236

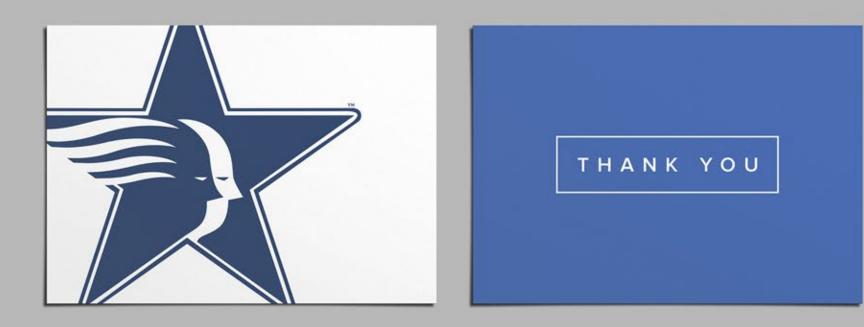


TEENPACT





HANGING LIVES TO CHANGE THE WORL





CHANGING LIVES TO CHANGE THE WORLD



CHANGING LIVES TO CHANGE THE WORLD



After many years of use and updates, the TeenPact website was dated and difficult to navigate. We kicked off the project with three Web Discoveries with various members of the TeenPact office staff team. Using a variety of methods to engage different personalities and inspire creativity, we discussed challenges with the current site and brainstormed ideas for the new one. Based on the feedback gathered in the Web Discoveries as well as a review of our current site's Google Analytics, we created a website report sharing the themes we heard, audience demographics, identified problems, functionality and content needs for the future site, and project timeline.

We started the project by developing a site map, design wireframes, and detailed functionality notes. After these were approved by TeenPact's decision makers, we finalized the design and sent it to our team developer to begin coding. Working with a small team of TeenPact's writers and editors, we reviewed all the old website content to determine what could be edited for reuse and what new content needed to be developed for the 100+ website pages. While their team worked on content, we selected images from the nonprofit's photo database and developed graphics and downloadables to populate the site—all Word Docs, PDFs, etc. were redesigned to fit the new brand and improve site functionality. Once coding was finished, we did final reviews, populated the site with content, and then launched the site just in time for the TeenPact season kick-off.

TeenPact Website Report

PREPARED OCTOBER 2017

This sport was prepared October 2027 and in based on the fieldback provided in the September 14, 2027 Witten Discovery by the Trendback Office Employees. Additional Jordinal was provided through mine Website Discoveries with the Development Team and Fairl Directory Jahr in September at soll as a review of our surrent six's Google Analytics.

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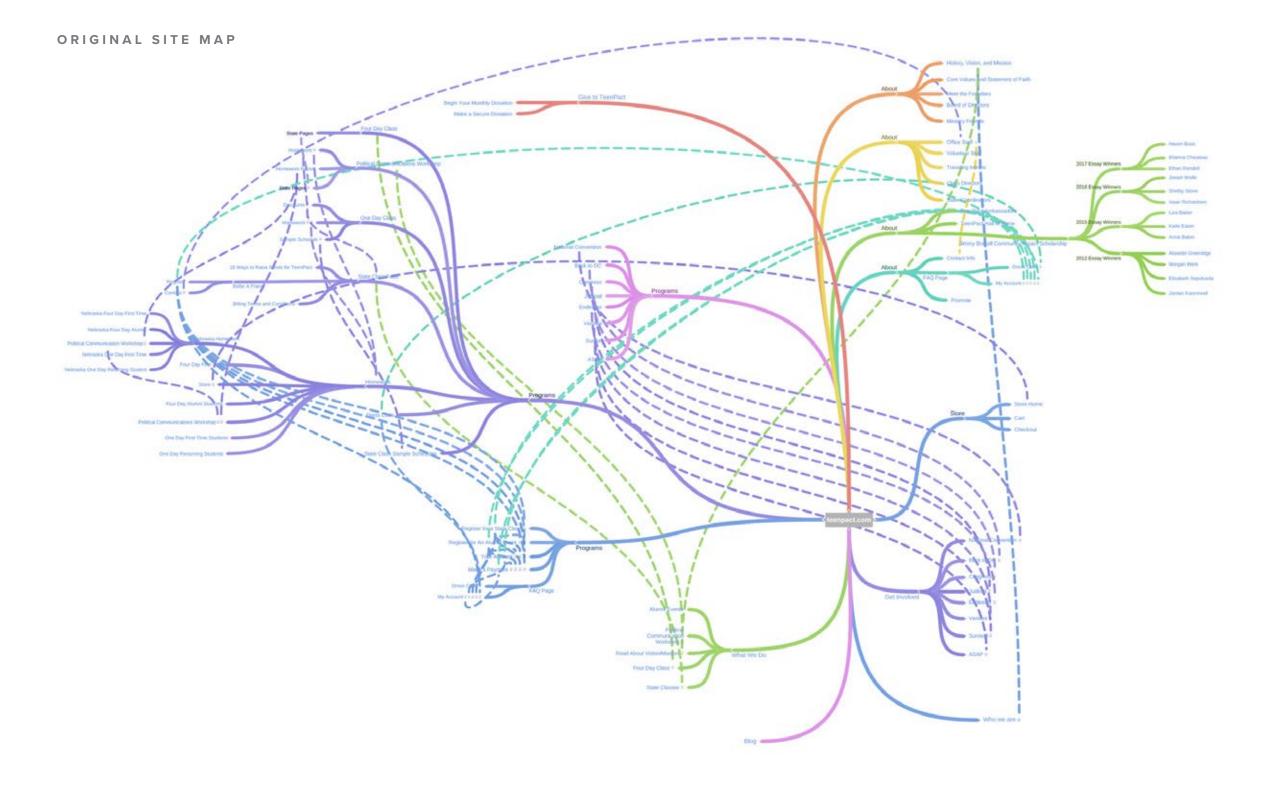
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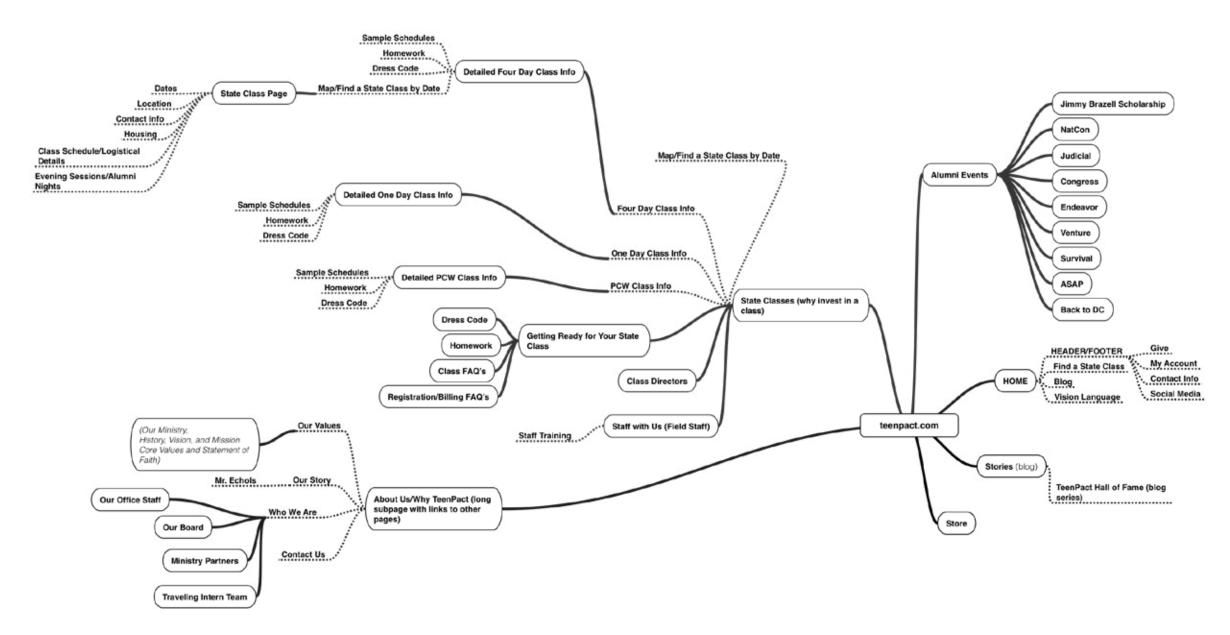
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teenpact.com



Our team provided ongoing coaching and support for several years until all levels of the organization had fully adopted the brand. To facilitate this process, we created more resources, such as email and social media templates. We also made custom postcards to promote every state event. During the week-long TeenPact state classes, students are given a notebook of outlines, visuals, activities, and other materials. We oversaw the design and production of three variations of these notebooks, each tailored to meet the needs of a specific kind of student.





TeenPact is a dynamic, hands-on leadership experience for students. Our goal is to inspire youth in their relationship with Christ as we teach them to understand the political process, value their liberty, defend the Christian faith, and to engage the culture. At TeenPact, students will learn how to embrace their call as the next generation of leaders, find encouragement among like-minded peers, and develop the skills to impact those around them.

You are never too young to be a leaderwill you answer the call?

Learn more and register at teenpact.com/alabama

I love everything about TeenPact. I love the people I meet, the education, the discussion, and the speakers. TeenPact has even inspired me to run for a local political office someday!

SILAS THORP

God used TeenPact to show me what it means to put Jesus at the center of everything in my life — even when it means going outside of my comfort zone.

JESSICA STILWELL

TeenPact not only expanded my knowledge of government, but it also grew my relationship with the Lord, got me out of my comfort zone, and introduced me to new people.

WHITNIE YODER

TeenPact pushed me out of my comfort zone. I love learning about government within a biblical worldview as well as the wonderful people and experiences.

ISABELLE LANDIS

God has used TeenPact to get me out of my comfort zone, train me as a leader, and grow my passion for Christ. I fell in love with TeenPact because it led me to fall in love with Jesus even more.

WYATT DUNCAN

I thought I knew what it meant to be a leader, but through TeenPact, I realized there is so much more to being a leader than I thought.

DAVID HARLIN

I see God using TeenPact to empower teenagers to be the next generation standing for Him. I love TeenPact!

HAVEN BOSS

TeenPact connected me with others who share my faith. Through times of fellowship, I gained a deeper understanding of what being a Christian means and what God is calling me to do.

STEVEN WU

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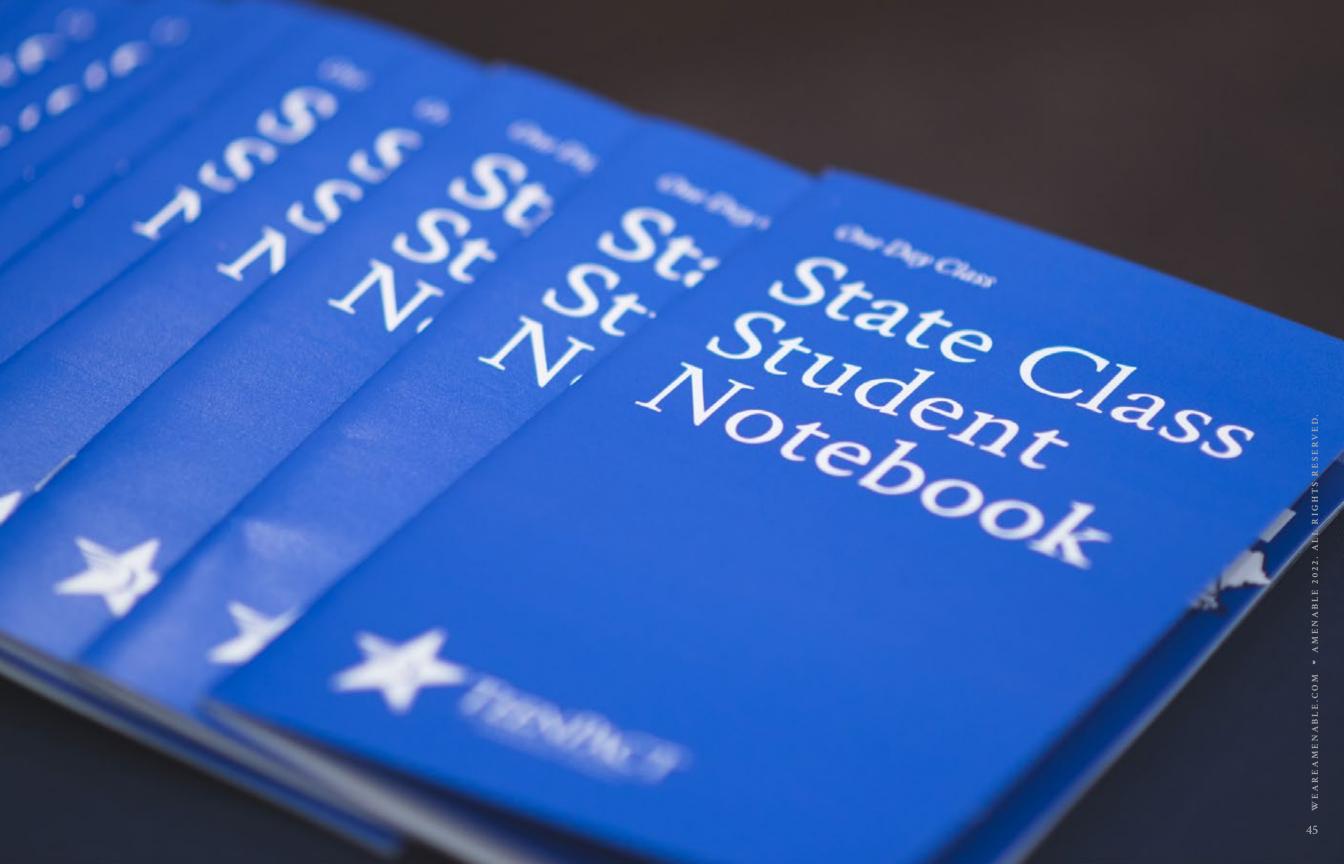
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We lise in a course y with many kindows, and we have the see will grow in your relationship with Jona Christian new peer and sing worship rough or the Capital.

Here the local lifese yes and keep you today.

Peter A Meetin New J Saren President (20) Secher Leatensky School proceedings Law



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Parliam	entary Pro	ocedure		Blyw	sewant to ask the Cha	le « question:
	to speck or ask a que					#PCAUNE
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Adamstor	'Would the preference/	Tou're only allowed up				the person who is talking show the half.
question	Industration rield" 44 "Would the performen/ Industration well rived to a scene of garactern"	all one continue a clinic If you want to all a second generation, you want add for permittion.		Add. a gamming about the raises of Tarlamentary	"I die toe polet adverken"	Bay fin to the Chair if yo notice that someour is not following the rules of
Shaar waat doorgebre on door hill	"Will the postlemats" fody yold the well" or yoth, these, "May Lapprovid the well"	Sar this if you'll like to talk to the whole according about your throughtor the full correctly being discourse.		Who's w	ho ²	Tarlamentary Deservices
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Vere en die bill	"T move the previous, questions"	See this to end the discussion and move to a work. There end be appose 'in the well' when you say the.	\backslash	8	38888	388
Show that you agree with something	"I second that monitor" on "Second"	This makes one that at beat two people work concluding to largers. Only a second is required.		Abili	a idea to make a hill e an he changed with a readmont on the Ameri of, and any to arread th	a amendanent Write Inserv pape (page 17).





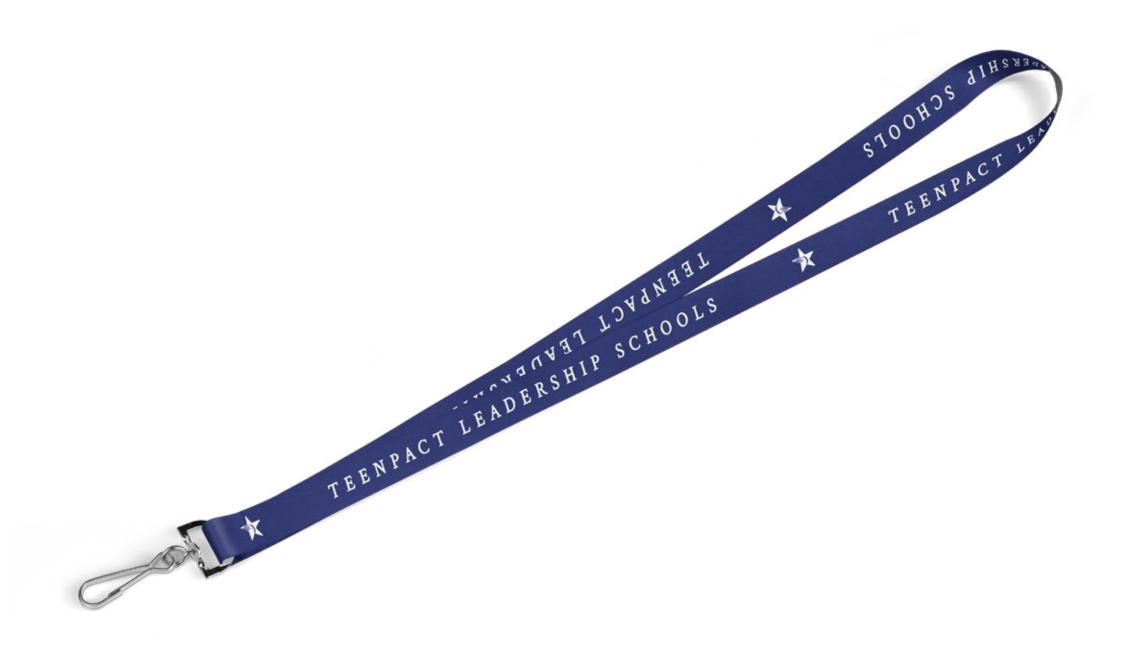
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HOUSE OF REPRESENTATIVES



Finally, we incorporated the brand in a range of other products, including event name tags and lanyards, slides, class resources, evaluation forms, certificates, and t-shirts. We knew the refreshed brand would appeal to TeenPact participants, so we also coordinated with the TeenPact Store team to make a store sub-brand, a Shopify page, and a variety of "swag"—sweatshirts, frisbees, stickers, water bottles, coffee mugs, sharpies, baseball caps, and even baby clothes!



PARLIAMENTARY PROCEDURE GUIDE

In Order To	You Say	Interrupted	"Need a 2nd?	Vote Needed	
Ask a question of the person in the well	"Will the lady/gentleman in the well yield to a question?"	No	_	_	
Remove person from the well	"Will the lady/gentlemen in the well yield the well?"	No			
	SUBSIDIARY (ASSISTING)	MOTIONS			
To conclude discussion and bring to vote	"I move the previous question"	No	Yes	Unanimous consent or 2/3*	
Lay business aside temporarily	"I move to lay the question on the table"	No	Yes	Majority	
Take a matter from table	"I move to take from the table"	No	Yes	Majority	
Limit or extend debate	"I move that debate be limited to "	No	Yes	Unanimous consent or 2/3*	
	INCIDENTAL (OCCASIONAL) MOTIONS			
Request for information	"Point of information"	Yes	No	None	
Enforce the rules	"Point of order"	Yes	No	None	
Check the count on a voice vote	"I call for a division!" or "Division!"	Yes	No	None	
Avoid the topic at hand	"I object to the consideration of"	Yes	No	Unanimous consent or 2/3*	
Suspend the rules	"I move to suspend the rules which"	No	Yes	Unanimous consent or 2/3*	
Amend or change a motion	"I move to amend the motion by"	No	Yes	Majority	
Reconsider a vote	"I move to reconsider the vote"	No	Yes	Majority	
Cancel a previous action	"I move to rescind the "	No	Yes	Unanimous consent or 2/3*	
	PRIVILEGED (ENTITLED)	MOTIONS			
Register a complaint	Register a complaint "I rise to a point of personal privilege"		No	None	
Take a break	"I move to recess for "	No	Yes	Majority	
Close the meeting	"I move to adjourn"	No	Yes	Majority	

TEENPACT

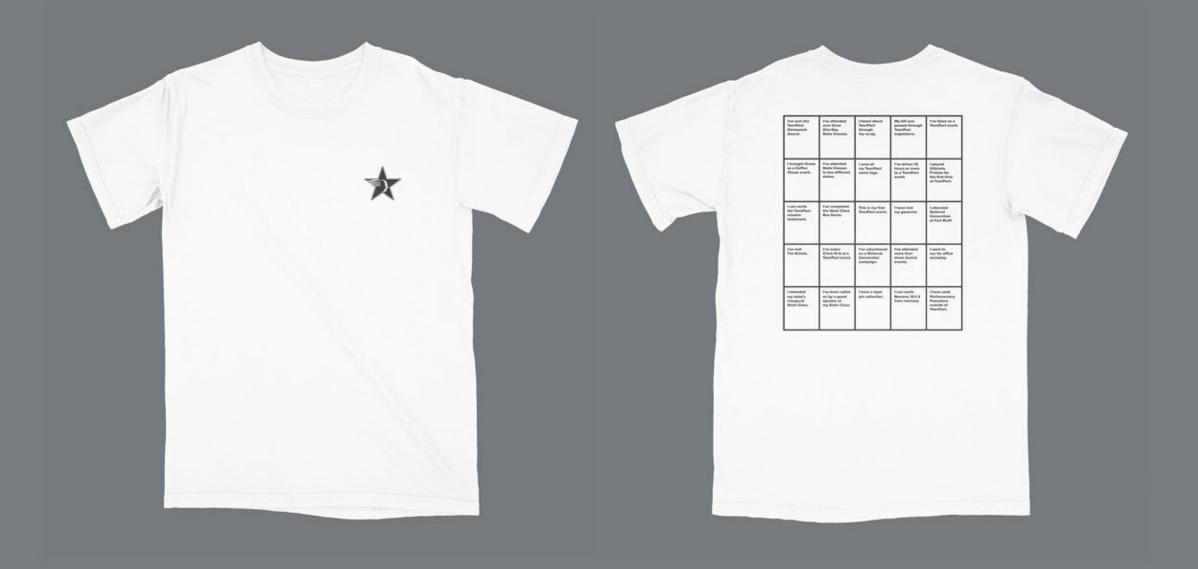
* The purpose of requiring a second is to prevent time being unsted by the assembly's having to dispose of a motion that only one person wants to see introduced. The person may state "I second the motion" or "Second" without first being recepticed by the chair. ** If the Chair feris there will be no objection to a motion he may use ananimous consent to speed through the motion process. If an objection is naised, then the full 2/3 sorts is required to proceed.

- THE teenpact store



STORE PROMO





CHANGING LIVES TO CHANGE CHANGE THE WORLD

























PACKAGE PROMO | SHIPPED WITH ALL PACKAGES



teenpact.com/store



The impact of our partnership

Through our partnership with TeenPact, we reinforced the strengths of an already strong brand so it would be able to accommodate current and future growth. Amenable was able to give TeenPact a consistent visual brand and message that it could incorporate in each of its various events, a testament to our passion for helping people share their vision clearly and creatively.



Now that you know a bit more about what we can do, want to learn more about what we could do for you?

Email us at hello@weareamenable.com with any questions you have. We'd love to hear from you and have a conversation!

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