Dolly Parton's Imagination Library, United States
A Free Book Gifting Program

How It Works
Each month, Dolly Parton's Imagination Library mails a high-quality, age-appropriate book to all registered children, addressed to them, at no cost to the child's family. Countless parents have shared how excited their child is when their new book arrives each month. Many groups and individuals work hard behind the scenes to make that special moment possible for each child. The Imagination Library provides the infrastructure of the core program including managing the secure central database for the Book Order System and coordinating book selections and wholesale purchasing. It also incurs the cost of the program's administrative expenses and coordinates the monthly mailings.

Local Affiliates/Partners
The Imagination Library partners with Local Affiliates and Partners who help bring the program to cities, towns and communities around the world. Local Affiliates can be businesses, school districts, small or large organizations, or simply individuals who share in the mission and purpose of the Imagination Library.

Local Affiliates are responsible for enrolling children who live within the geographical area they offered the program in. They promote their local programs online and at events. While the Imagination Library negotiates wholesale pricing for the books, the Local Affiliates and Partners are responsible for securing funds to cover that cost. Books are 100% free to enrolled children because their Local Affiliate has secured funds to cover the cost of the books and the shipping fees.

Becoming a Local Imagination Library Affiliate in 3 Steps:

Step 1: Figuring out "Do I want to do this?"

I'm interested in starting a program for children in my community.
Check to see if the Imagination Library is already offered in your community.

The Imagination Library isn't currently supported in my community. What do I need to consider to get started?
1. **Funding:**
   You will need to identify financial support to sustainably cover the wholesale cost of the books and mailing
   - Potential sources: **Library funding for outreach; funding from Friends of the Library; fundraising through targeted donations.**
2. **Partnering with a Non-profit 501(c)(3):**
   We mail IL books at special non-profit mailing rates, and a non-profit partner needs to be involved to qualify for these rates. **Note = The library is a not-for-profit local government organization, but does not have a 501(c)3 IRS designation.**
   - **Question: Does the library qualify by itself? Or is another partner needed?**

How much funding do I need?
1. Decide on the geographical area you think you would like to cover – such as a county, city, school district or zip code(s) = **Wasatch County**
2. Get the 0-5 population from a census website. = **Male 1195 + Female 1052 = 2247**
(Source: Data.Census.gov https://data.census.gov/profile/Wasatch_County,_Utah?g=050XX00US49051#populations-and-people)
1. Enter the 0-5 population into the Cost Estimator on our website.
   - https://imaginationlibrary.com/usa/cost-estimator/
   - Total 2247. 65% = 1460. Cost per book per child $2.60
   - 5% = 73 kids = $190

Common financial supporters:
- United Way
- Service Clubs (Rotary, Kiwanis, Junior League, etc.)
- Local foundations
- Local businesses
- Chambers of Commerce
- Individual donors

*Contact your Regional Director to discuss your options

Where do I find a non-profit partner?
Consider approaching:
- United Way
- School Districts
- Local foundations
- Community Foundation
- Starting your own

Step 2: Putting the pieces in place.

1. Contact the Dollywood Foundation Regional Director who covers your area
Find your Regional Director. = Michelle Anthony, Regional Director Phone: 865-428-9606 manthony@dollyfoundation.com
- Let them know your intentions
- Ask any questions
- Get our Memorandum of Agreement and Affiliate Information Sheet – the two documents that we'll put in place to outline our relationship and capture key information.

2. Begin building a support team
Key roles you should consider:
- **Chairperson** – a person to coordinate the effort
- **Fundraising** – to sustainably identify and collect local funds
- **Enrollment** – plan where and how to enroll children, oversee registration brochure distribution (if using) and marketing campaigns
- **Database** – entering new registrations, accepting pending online registrations, updating addresses, utilizing reports in the Book Order System (BOS)

- **Community Outreach** – collaborate with other local organizations and coalitions. Also may collect undeliverable books from local post office.
- **Family Engagement** – plans efforts to encourage parents to better engage their children through DPIL books and read more often.
- ***TIP** – Also consider engaging other community partners to build coalitions and collective impact strategies. Ask your Regional Director for help with ideas and informative docs.

3. Get Fundraising effort underway
- Engage your support team for contacts
- Consider putting together an advisory council to assist.
- Identify potential funding partners and begin meeting with them.
- ***TIP** – At this point you should have a good plan outlined: an idea of the funds you will need, community details/facts and partners who are willing to help – this will all help make your ask more clear and direct.

4. Complete and Submit Partnership Docs
- Return completed Memorandum of Agreement (MOA) and Affiliate Information Sheet (AIS) to your Regional Director
- Submit USPS form 3623 or 3624 (if non-profit hasn't already done so) to local post office and return the non-profit authorization code to your Regional Director.

Step 3: Make final preparations and launch!

LOGIN
Receive your Book Order System login information and operations manual.

ENROLL
You may now enter registrations into the BOS. Email us to switch to Operating status when you are ready to begin accepting online registrations and start mailing books!

LAUNCH
Think about planning a launch event to build awareness and excitement
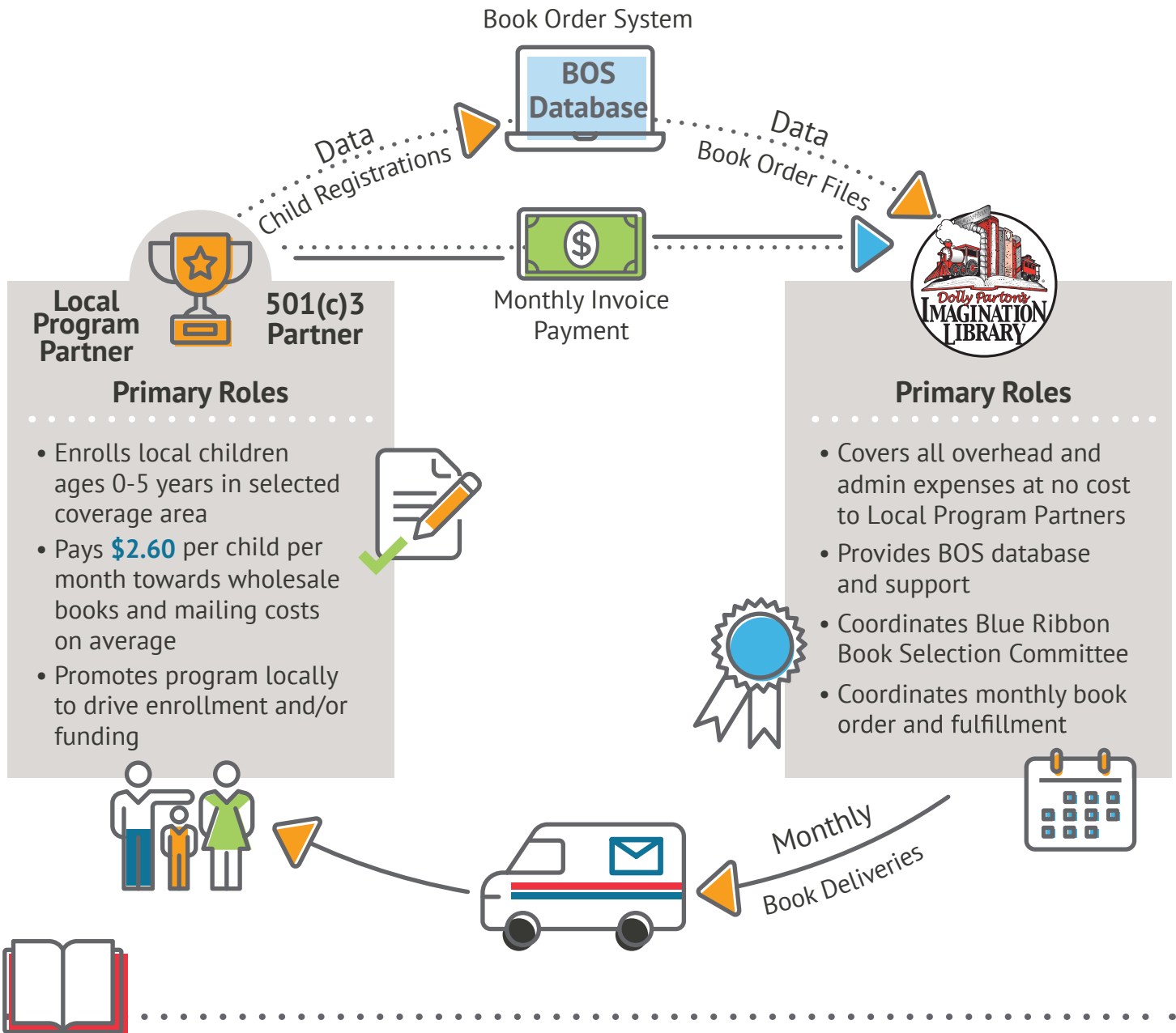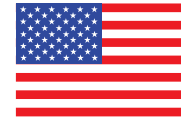
RESOURCES
Utilize available resources:
- Promotional materials
- Regional Directors
- Imagination Library network

How It Works

In the United States

Book Order System

BOS Database

Data — Child Registrations

Data — Book Order Files

Monthly Invoice Payment

Local Program Partner 501(c)3 Partner

Primary Roles

- Enrolls local children ages 0-5 years in selected coverage area
- Pays **$2.60** per child per month towards wholesale books and mailing costs on average
- Promotes program locally to drive enrollment and/or funding

Dolly Parton's Imagination Library

Primary Roles

- Covers all overhead and admin expenses at no cost to Local Program Partners
- Provides BOS database and support
- Coordinates Blue Ribbon Book Selection Committee
- Coordinates monthly book order and fulfillment

Monthly Book Deliveries

- Local Program Partner may be a business, school district, solo, etc. Need 501(c)3 non-profit partner to get non-profit mailing rates

- Books arrive at child's home with name on the mailing label

- At no cost to the family, books are delivered monthly to children from birth to age 5 in a designated coverage area

TOTAL ELIGIBLE POPULATION UNDER 5
2247

BUDGETED POPULATION
(65 % OF ELIGIBLE)
1460

COST OF BOOKS AND MAILING PER CHILD
$2.60

THE EXPENSES BELOW REFLECT THE CORRESPONDING PERCENTAGE OF THE BUDGETED POPULATION

	Registered Population	YEAR 1	Registered Population	YEAR 2	Registered Population	YEAR 3	Registered Population	YEAR 4	Registered Population	YEAR 5
Mth 1	5%	$190	20%	$759	40%	$1,518	60%	$2,278	80%	$3,037
Mth 2	6%	$241	22%	$828	42%	$1,587	62%	$2,347	82%	$3,106
Mth 3	8%	$293	24%	$897	44%	$1,657	64%	$2,416	84%	$3,175
Mth 4	9%	$345	25%	$966	45%	$1,726	65%	$2,485	85%	$3,244
Mth 5	10%	$396	27%	$1,036	47%	$1,795	67%	$2,554	87%	$3,313
Mth 6	12%	$448	29%	$1,105	49%	$1,864	69%	$2,623	89%	$3,382
Mth 7	13%	$500	31%	$1,174	51%	$1,933	71%	$2,692	91%	$3,451
Mth 8	15%	$551	33%	$1,243	53%	$2,002	73%	$2,761	93%	$3,520
Mth 9	16%	$603	35%	$1,312	55%	$2,071	75%	$2,830	95%	$3,589
Mth 10	17%	$654	36%	$1,381	56%	$2,140	76%	$2,899	96%	$3,659
Mth 11	19%	$706	38%	$1,450	58%	$2,209	78%	$2,968	98%	$3,728
Mth 12	20%	$758	40%	$1,519	60%	$2,278	80%	$3,038	100%	$3,797
		$5,685		$13,670		$22,780		$31,891		$41,001

Brand Guidelines

Table of Contents

You can find this guide online at: imaginationlibrary.com/brandguide.

Questions?
Email **marketing@imaginationlibrary.com**

About

Our Organization

Dolly Parton's Imagination Library is the flagship program of The Dollywood Foundation. It reaches more children than any other early childhood book gifting program, and mails free, high-quality, age-appropriate books to children from birth until age five, regardless of the family's income.

The Dollywood Foundation Mission

To share the life and legacy of Dolly Parton as an inspiration to all children to Dream More, Learn More, Care More, Be More™.

Dolly Parton's Imagination Library Aspiration

We aspire to establish Dolly Parton's Imagination Library as the highest quality, most impactful, instantly recognized, book gifting resource that policy makers, funders, early childhood organizations and families trust to **inspire a love of reading**.

Location

The Dollywood Foundation headquarters are located in downtown Sevierville, TN.
The main office is home to the Foundation's Leadership, Operations, Finance, Marketing, and Customer Service teams. In addition, we have Foundation team members and thousands of Local Program Partners working remotely in six countries.

Our Core Values

We hold love as the highest aspiration

We embrace Simplicity

We Dream Boldly

We develop genuine, trusting relationships

Download print ready business card versions of our core values here:
https://imaginationlibrary.com/psk

Our History

Dolly Parton's Imagination Library is the flagship program of The Dollywood Foundation, a 501(c)(3) nonprofit Tennessee organization.

The Dollywood Foundation was created in 1988 by Dolly Parton to inspire the children in her home county to achieve educational success. Initial efforts focused on decreasing the dropout rate in the county's high school. In the early 1990's, Dolly promised every 7th grade and 8th grade student $500 if they successfully graduated from high school. This effort, called the Buddy Program, reduced the dropout rate for these two classes from 35% to 6%. More importantly, the program catalyzed the community to provide additional resources to sustain this improvement in the dropout rate.

In 1995, Dolly created her Imagination Library in Sevier County, Tennessee. This monthly book gifting program for children under the age of five was originally designed to inspire a love of reading and learning for all preschool children in the county. What was founded as a local program became such a success that in 2000 a national replication effort was underway, and by 2003 Dolly Parton's Imagination Library had mailed one million books. It would prove to be the first of many millions of books sent to children around the world.

Dolly's home state of Tennessee pledged to pursue statewide coverage in 2004 and shortly after, global expansion was on the horizon. After the United States, the program launched in Canada in 2006 followed by the United Kingdom in 2007. Australia's program was launched in 2013 with the Republic of Ireland joining in 2019.

By early 2023, Dolly Parton's Imagination Library had reached a significant milestone, gifting a total of 200 million books globally since its inception. This achievement underscores the program's status as the flagship initiative of The Dollywood Foundation, made possible through unique partnerships with publishers, fulfillment centers, and thousands of Local Program Partners around the world.

In 2024, 1 out of every 7 children under the age of five in the USA received an Imagination Library book from Dolly each month and over 3 million books being mailed per month internationally.

Identity

We are dedicated to preserving The Foundation as a vibrant representation of Dolly Parton and her enduring legacy.

Our mission is simply to inspire children and families to Dream More, Learn More, Care More, Be More™. Rooted in Dolly's beloved Smoky Mountains, we believe "love" is our superpower and strive to always embody courageous hearts and optimistic spirits. Inspired by Dolly, our relentless drive to contribute to something meaningful and impactful propels us to achieve extraordinary results. Our genuine connections and appreciation for all our Imagination Library partners worldwide, fuels our collective efforts, forming what we proudly call "Team Dolly!"

Brand Nomenclature

Dolly Parton's Imagination Library

Brand Name - Required use for the **first** mentioning of the brand on any and all printed pieces and digital assets.
Incorrect: Dolly's Imagination Library
Incorrect: Dolly Parton's Library
Incorrect: Dolly's Library
Incorrect: The Dolly Parton Imagination Library

The Imagination Library *OR* **the Imagination Library**

Acceptable second reference of the brand on any and all printed pieces and digital assets.
Use *The Imagination Library* when beginning a sentence or title, and *the Imagination Library* in all other instances.

the program *OR the abbreviation* **DPIL**

Acceptable third references of the brand on any and all printed pieces and digital assets.
Example: "It's through *the Imagination Library* that children are able to enjoy books from birth to age five. Without *the program*, the children may not have access to any books in their community." *DPIL* is a book giving program committed to sharing a love of reading.

The Dollywood Foundation

Acceptable reference for The Dollywood Foundation always utilizes a capital "T".

Using "The" and "the"

Use "the" before "Imagination Library" when referring to the program or brand.
Correct: I love receiving books from the Imagination Library!
Incorrect: I love receiving books from The Imagination Library!

Do not use "the" before "Imagination Library" when referring to program specific books.
Correct: I love Imagination Library books!

Hashtags (see Social Media Accounts, page 10)

Message & Voice

Our brand message strives to inspire a love of reading. In keeping with a consistent voice and message, all language should be written with keywords and phrases that underpin our four core values. The Imagination Library's voice is guided by its personality which is an element of the overall brand identity.

Messaging Tone

We are deeply passionate about inspiring a love of reading and enriching children's lives through book gifting. Working within the world of children's books, we value the importance of fostering inspired and positive emotional responses through our messaging.

The Imagination Library's Voice

Our consistent, universal language is positive, approachable and trustworthy. We speak as "Team Dolly" unless a message is from first-person Dolly herself. We lead with love by always being respectful and inclusive, while focusing on being direct and clear.

- **Use vivid, purposeful language**, including active verbs. Use verbs tied to physical action, for example: uplift, build, capture.
- **Use verbs and adjectives** that include an emotional connotation or evoke a strong mental image.
- **Is clear and straightforward**, without jargon or wordiness. The most concise method of communication is the most powerful.
- **Prefers active voice to passive**. "We mail free books to children," instead of "free books are mailed to children."
- **Use first- and second-person language** ("we" and "you") and contractions when appropriate.
- **Engages the audience** in conversation, questioning and cooperation.
- **Promotes helpful, thoughtful and optimistic ideas**—For example, "We welcome anyone interested in starting a program in your community!"

Language

These examples illustrate how the Imagination Library's voice might appear across several different types of content with different audiences and varying tones.

Feature/News Story

The DC Public Library's partnership with Dolly Parton's Imagination Library ensures all District children can have a great selection of books at home.

Note: the clarity and economy of language and active verbs.

Marketing/Promotional Copy

Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world. We partner with local communities to provide age-appropriate, high-quality book each month to registered children from birth to age five.

Note: the carefully chosen adjectives and verbs.

Social Media

You'll enjoy having a laugh with your little one while you read "Dog Loves Books", winner of the 2010 Roald Dahl Funny Prize! #UKBook #DollysLibrary #BedtimeStory.

Note: that despite the informality and short sentence structure, an optimistic tone and friendly language are maintained.

Digital or Print Ad

Get FREE BOOKS for your child! Dolly Parton's Imagination Library mails free high-quality, age-appropriate books to children from birth to age five! Sign Up Today!

Note: the ad text entices the reader with the words "FREE BOOKS" and provides follow up details about the quality of the books and the age of eligible children.

Official Statement

Each year, Dolly Parton's Imagination Library sends a full year's set of books to the Young Readers Center at the Library of Congress. This ensures all children visiting the Library of Congress will have access to the specially curated selection of titles from our Blue Ribbon Selection Committee.

Note: that while the statement's language is somewhat more formal, it maintains the positive, friendly voice and focuses on the benefit of the children while reinforcing the trustworthiness of the Blue Ribbon Selection Committee.

Key Messages & Terms

- **Local Program Partner** - Nonprofit partners who make the program available to children in their community. Must be a 501c3 or partner with a 501c3. (Previously referred to as "Affiliates").
- **Local Program Supporter** - Notable individuals or organizations within a community who help to support/raise awareness of the local Imagination Library program in a community. (Previously referred to as Champions or Ambassadors).
- **Community** - Selected coverage area(s) denoted by the Local Program Partner.
- **Core Business Partners** - Groups, businesses, organizations or individuals who provide operational support to the Imagination Library. Ie. Penguin Random House
- **Registered Children** - Children from birth to age five who have been registered in the Book Order System (BOS) by a local program partner. It's important to clearly state registered children are the only children who receive free books from the Imagination Library.
- **FREE Books** - The Imagination Library mails free high-quality, age-appropriate books to registered children. It's important to reiterate the value of the FREE books by using the additional adjectives when describing them.
- **Imagination Library** - Use *Imagination Library* without the article *"The"* only in reference to assets belonging to the Imagination Library. Throughout this guide you will see references to using Imagination Library logos, typefaces, and more. For example: the correct way to depict books from the Imagination Library is to reference them as "Imagination Library books."
- **State Program Partner** - Organization, not necessarily assigned by state legislation, to promote, grow and sustain the Local Program Partners in their state. (Provincial Program Partner -Canada only), (National Program Partner -UK & Republic of Ireland only).
- **State Program Sponsor** - Organization named in state legislation, to provide appropriated funds to the State Program Partner. (*State Program Sponsor & Partner could be same organization).

Using Regional Spelling & Verbiage

Dolly Parton's Imagination Library is an international book gifting program operating in the US, Canada, UK, Australia and the Republic of Ireland. It's important to note the differences in the English language when preparing communication efforts. Here is a list of frequently used words which have different spellings in American English and British English.

> **Note:** Dialect and cultural references should also be considered when creating marketing materials. Example below list American English first and then it's international counterpart.

- Organization / Organisation (UK)
- Program / Programme (UK)
- Caregiver / Carer (UK)
- Color / Colour (UK)
- Neighbor / Neighbour (UK
- Neighborhood / Neighbourhood (UK)

- Check / Cheque (CAN)
- Customized / Customised (UK)
- Mail / Post (UK)
- Zip Codes / Postal Codes (UK & CAN)
- Enroll / Enrol (UK)

*Reference The Associated Press Stylebook for additional guidelines for spelling, language, punctuation, usage and style.

Value Proposition

- **Iconic Leader** - As its creator, Dolly Parton stands for all that the Imagination Library embodies. She is an enduring icon who provides an international spotlight on the program.
- **Proven** - As the preeminent book-gifting program to young children in the world, the Imagination Library stands upon years of demonstrated success.
- **Inclusive** - Serves all children, families and communities equally regardless of factors such as race, language, economic status, religion, etc.
- **Trustworthy** - Books selected by an expert panel in early childhood literacy for content that is informative, age-appropriate and inspiring.
- **Scalable** - Replication of the program available to all communities in US, Canada, UK, Australia, and the Republic of Ireland with turn-key model.
- **Quick Start Up** - With The Dollywood Foundation handling the operations of the program, once funding is secured with a potential program partner, they can start registering children in a matter of minutes.
- **Affordable** - Our model grants access to premium books at a fraction of market cost.
- **Customized Imagination Library Books** - Printed and branded books specifically for the Imagination Library, including title specific reading tips and the child's name printed on the label.
- **High-Quality** - The value of Imagination Library books is measured by both the physical materials of the books as well as the content found within.
- **Impactful** - Whether the invaluable time spent reading with a child, or the effects on early childhood literacy factors that have lifelong effects, the Imagination Library has a far reaching spectrum of impact from both the measurable to the immeasurable.
- **No Overhead Costs** - The Dollywood Foundation covers overhead costs associated with making the program available in local communities. With these contributions, our local partners are only responsible for the at-cost book and mailing expenses for children registered in their coverage area. That means local funds stay local. program partner raised funds go 100% to serving children in their community.

Official Social Media Accounts

Note: Please refer to the Best Practices in the Partner Success Kit for setting up your social accounts.

Facebook: @dollysimaginationlibrary

Instagram: @ImaginationLibrary

Linkedin: @dolly-parton's-imagination-library / @the-dollywood-foundation

X: @DollysLibrary

Tiktok: @imaginationlibrary

Hashtags
*Only acceptable when used as hastags. Any other variation of the brand name is unacceptable.
#DollysLibrary, #ImaginationLibrary, #DollysLibraryUK, #ImaginationLibraryUK, #DollysLibraryCA, #ImaginationLibraryCA, #DollysLibraryAUS, #ImaginationLibraryAUS, #ImaginationLibraryIreland, #DollysLibraryIreland

Our Audience

Effective communication efforts focus on the needs of the primary audience. Imagination Library communication pieces can target parents/grandparents/caregivers about registration opportunities, community events, etc, but should never be used to ask for donor support. See all our audiences below that our marketing pieces may be designed for.

Primary Audiences

- Parents, Caregivers, Carers, Grandparents
- Existing Local Program Partners
- Potential Local Program Partners
- Volunteers, Local Program Supporters
- Influencers
- Policy-makers & Funders
- Educators & Community Leaders
- Philanthropists

Marketing flyers available in the Partner Success Kit customized to each audience.

Secondary Audiences

- Media
- Academic Researchers

Approved Boilerplate for Media Releases

Note: *Always check the Press Release folder in the Partner Success Kit for the most updated boilerplate.*

About Dolly Parton's Imagination Library

Since launching in 1995, Dolly Parton's Imagination Library has become the preeminent early childhood book gifting program in the world. The flagship program of The Dollywood Foundation, a 501(c)(3) non-profit organization, has gifted over 200 million free books in the United States, Canada, United Kingdom, Australia, and The Republic of Ireland. This is achieved through funding shared by The Dollywood Foundation and Local Program Partners. The Imagination Library mails more than 3 million high-quality, age-appropriate books each month to enrolled children from birth to age five. Dolly envisioned creating a lifelong love of reading and inspiring children to Dream More, Learn More, Care More, Be More™.

The program has been widely researched and results demonstrate the positive impact on early childhood development and literacy skills. Penguin Random House is the exclusive publisher for Dolly Parton's Imagination Library.

For more information, please visit imaginationlibrary.com.

Our Logos

Full Color

Primary Logo

Only use the official logos provided by the Marketing Department in the Partner Success Kit and please do **NOT** recreate or alter the logos.

Contact the Marketing Department if you have any needs not addressed in this guide. For help creating your Local Program Partner logo, please see page 20 .

2 Color Logo

Single color black
for light backgrounds*

Single color white
for dark backgrounds*

*Please use only in situations where printing restrictions won't allow for the use of more than one color.

Download Logos

Secondary Logos

Stacked

Dolly Parton's IMAGINATION LIBRARY®

Full Color

Dolly Parton's IMAGINATION LIBRARY®

Single color black for light backgrounds*

Dolly Parton's IMAGINATION LIBRARY®

Single color white for dark backgrounds*

Wide

Dolly Parton's IMAGINATION LIBRARY®

Full Color

Dolly Parton's IMAGINATION LIBRARY®

Single color black for light backgrounds*

Dolly Parton's IMAGINATION LIBRARY®

Single color white for dark backgrounds*

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*Please use only in situations where printing restrictions won't allow for the use of more than one color.

Download Logos

Logos | Usage

Below are some examples of how you may or may not use our logos.

This is only a partial list, so please contact the Marketing Department if you have any questions or concerns not addressed in this guide.

✅ Do...

Use the logo on top of approved brand colors and patterns.

Use the Inverted logo on top of dark backgrounds when colors are limited or restricted to one color

When placing the partner logo on top of a dark background, use the inverted version with white text.

⊗ Don't...

Do NOT warp or skew the logo.

Do NOT rotate the logo.

Do NOT crop the logo.

Do NOT create or add any kind of custom drop shadows, borders, glows or any other effects to the logo.

Avoid placing the logo on a visually busy or crowded portion of a photo or patterned background.

Do NOT use a blurry or pixelated logo. The logo should be hi-res and clear in any design.

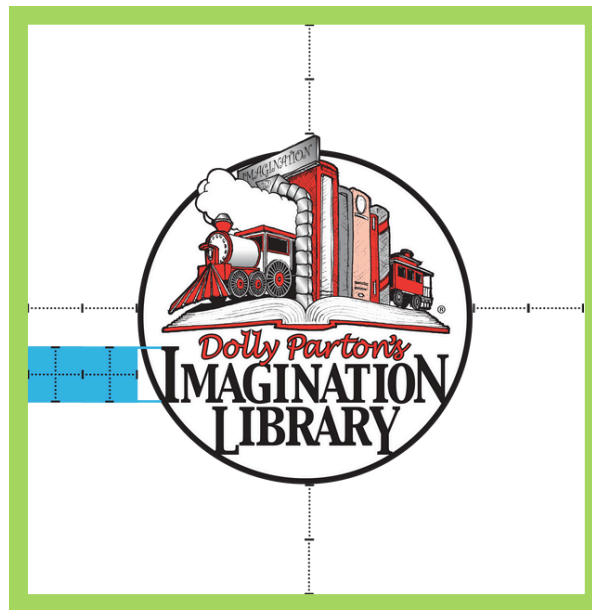Do NOT use the train from the logo by itself or as a separate element in your design.

Do NOT alter the logo colors.

Logos | Clearance

Make sure our logo has sufficient clearance around it from other graphic elements such as typography, icons and other visual elements. This maintains the visual integrity of our logo.

Minimum clearance is established by the height of the initial capital "I" in "IMAGINATION". Ideally, use at least twice the distance of the minimum (as shown above), but never less than the minimum distance shown below.
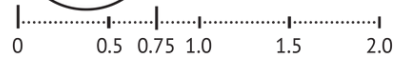
MINIMUM CLEARANCE

Logos | Minimum Size

The minimum acceptable size for the logo is 1 inch (2.5 cm) in width.

In extreme individually approved cases (such as business cards) the logo may reduced, but never to less than 3/4 inch (1.9 cm) in width.

Ideally, use the logo at 1 inch
(2.5 cm) wide or wider

Never use logo smaller than
3/4 inch (1.9 cm) wide.

Note that when the logo is used at less than 2 inches (5 cm) in size, the ® mark becomes illegible. In such cases, use logo files with the word "SMALL" in the file name.
Example: 2021_logo_dpil-logo-small.png

This is incorrect as
the ® is not legible.

Correct file used.

One Color version of "SMALL" files.

Logos | Local Program Partner Use

Below you will find the two approved templates for partners to identify themselves as associates of the Imagination Library using our official DPIL logo.

When using the trademarked name 'Imagination Library' to identify the local program, the official DPIL logo is the only logo that may be used. There should not be a person's name or title (other than Dolly Parton's) before or after 'Imagination Library'. An organization name or covered geographical area name may be used with 'Imagination Library', however if the organization name or covered geographical area is used before 'Imagination Library,' it may not be in the possessive form:

Examples that work:

Sevier County Imagination Library, Imagination Library of Sevier County or Dolly Parton's Imagination Library of Sevier County.

Example that does NOT work:

Sevier County's Imagination Library

1 Official DPIL Logo Templates

Area at the bottom allows for the program partner name to be entered into the secondary, outer ring using the font named 'PT Sans'.

In addition, a free online template is available on Canva.com.

Please visit the
Partner Success Kit Logos & Usage
folder to learn more.

Logos | Local Program Partner Use

2 Co-Branding Formula

If using a local program partner organization's name and logo in addition to Dolly Parton's Imagination Library, the co-branding formula below may be used. The DPIL logo should appear on the left side as pictured below.

A Use a gray stroke of 50% black and equal in weight to the black circular stroke in the Imagination Library's logo. The stroke should be as tall as the Imagination Library logo from the tallest point to the base.

B The height of the initial capital "I" in "IMAGINATION" should be maintained between each logo and the gray line.

Both logos should have equal visual weight but the program partner logo should never be larger than the Imagination Library logo.

A free online template is available on canva.com.   **View the Canva Cheat sheet**

Logos | State Program Partner Use

Below you will find approved templates for State Program Partners.

The templates include the official DPIL logo, the name of the state, and a state color. After the color has been selected by the State Program Partner, The Dollywood Foundation will provide the final logo artwork prior to the official statewide launch. These State Program Partner logos, that includes the trademarked name 'Imagination Library', are the only logos that may be used when identifying the program.

Examples that work:

Imagination Library of Washington or Dolly Parton's Imagination Library of Washington.

Examples that do NOT work:

Washington's Imagination Library or Washington Imagination Library.

1 Official DPIL State Partner Logo templates:

The first version (circle) contains the trademarked DPIL logo with the name of the state beneath, using the Google font named PT Sans Narrow. The second version (map) includes the state's 'map' graphic behind the trademarked DPIL logo, with the state name printed below. See examples below.

Circle

Map

2 Co-Branding Formula

Just like Local Program Partner logos, sometimes there is a need to include other Local Program Partner logos. In this case, follow the same guidelines as presented on Pg. 20 and use the following templates.

Co-Branding Formula Templates
Always lead with the State Program Partner Logo.

2 Logo Layout Options

3 Logo Layout Options

Logos | Our Tagline

Dream More, Learn More, Care More, Be More™

Refer to the examples below for proper usage of our tagline.

The tagline's sequence must always remain unchanged and should always include the ™ symbol at the end. While other brand colors may be used, if using the multicolor version, the colors must never be rearranged.

The font "Avenir Next" (see Typography, pg. 27) is mandatory for the tagline in all brand designs.

✅ **Dream** More, **Learn** More, **Care** More, **Be** More™

✅ **Dream** More,
Learn More,
Care More,
Be More™

✅ **Dream More, Learn More, Care More, Be More**™

✅ Dream More, Learn More, Care More, Be More™

Dream More, Learn More, Care More, Be More™

❌ The colors should never be swapped around when using the multicolor version of the tagline.

**Learn More
Be More
Dream More
Care More**™

❌ The tagline is not in the correct order

Logos | Tagline with Logo

When pairing the tagline with our logo, please adhere to the following guidelines:
- The DPIL logo should always appear first.
- The font "Avenir Next" (refer to Typography, pg. 27) is mandatory for the tagline.

Dream More, **Learn** More, **Care** More, **Be** More™

✅ Tagline is not overpowering and has equal or less real estate compared to logo.

Dream More,
Learn More,
Care More,
Be More™

✅ Tagline has equal real estate compared to logo. The DPIL logo always appears first.

Dream More, Learn More, Care More, Be More™

✅ Correct brand colors and fonts are used. The ™ symbol is placed correctly. The DPIL logo appears first.

Dream More, **Learn** More, **Care** More, **Be** More

❌ Tagline is too large compared to the main logo. There is no ™ symbol.

Dream More,™
Learn More,
Care More,
Be More

❌ The logo should always appear first. The ™ symbol is placed incorrectly.

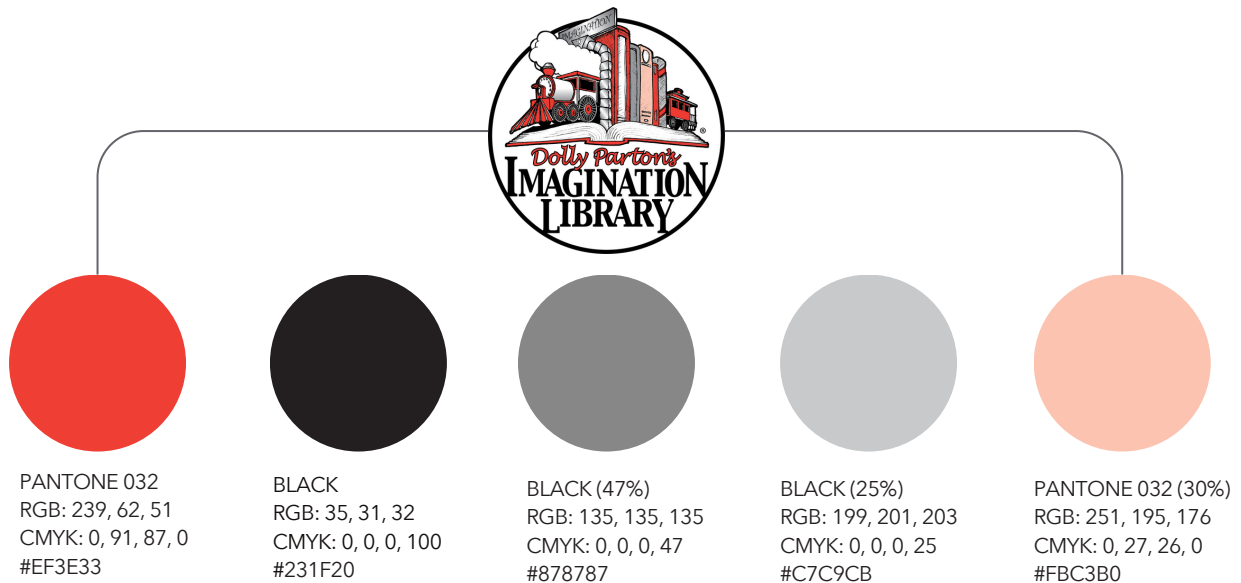Dream More, Learn More, Care More, Be More™

❌ Incorrect font used.

Brand Colors

Logo Colors

These colors are sparingly used in marketing materials beyond the logo but may be applied to promotional items like hats, bags, and pens.

PANTONE 032
RGB: 239, 62, 51
CMYK: 0, 91, 87, 0
#EF3E33

BLACK
RGB: 35, 31, 32
CMYK: 0, 0, 0, 100
#231F20

BLACK (47%)
RGB: 135, 135, 135
CMYK: 0, 0, 0, 47
#878787

BLACK (25%)
RGB: 199, 201, 203
CMYK: 0, 0, 0, 25
#C7C9CB

PANTONE 032 (30%)
RGB: 251, 195, 176
CMYK: 0, 27, 26, 0
#FBC3B0

Core Brand Colors

Our core brand colors are an essential element of our design identity.

PANTONE 7621
RGB: 178, 32, 41
CMYK: 21, 100, 94, 12
#C40000

PANTONE 7468
RGB: 0, 114, 153
CMYK: 98, 45, 26, 3
#007299

PANTONE 1375
RGB: 255, 159, 25
CMYK: 0, 45, 96, 0
#FF9119

PANTONE 298
RGB: 61, 181, 230
CMYK: 65, 10, 1, 0
#3DB5E6

PANTONE 367
RGB: 163, 213, 95
CMYK: 40, 0, 81, 0
#A3D55F

Color Palette

Although the Core Brand Colors are the standard choice, it's important to incorporate lighter and darker variations to enhance design versatility and accessibility.

Please adhere to the color palette below, reserving the darkest shades exclusively for text.

PANTONE 032
RGB: 239, 62, 51
CMYK: 0, 91, 87, 0
#EF3E33

#FCDFDE

#FBC3B0

#FF8F76

#C40000

PANTONE 367
RGB: 163, 213, 95
CMYK: 40, 0, 81, 0
#A3D55F

#E0F0CB

#64A40A

#177A06

#07500B

PANTONE 1375
RGB: 255, 159, 25
CMYK: 0, 45, 96, 0
#FF9119

#FFDABB

#FFB400

#BF3C04

#7B2804

PANTONE 298
RGB: 61, 181, 230
CMYK: 65, 10, 1, 0
#3DB5E6

#C1E6F7

#6ED2FB

#005F7F

#00445F

PANTONE 7468
RGB: 0, 114, 153
CMYK: 98, 45, 26, 3
#007299

#B2D0DD

#00A1C9

#00445F

#002B3D

PANTONE 7621
RGB: 178, 32, 41
CMYK: 21, 100, 94, 12
#C40000

#FFA6A6

#EA1112

#A40000

#600000

Secondary Colors

These colors are presently in limited use on the website and/or on certain print pieces.
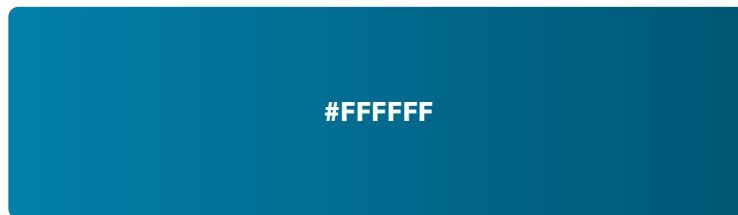
PANTONE 447
RGB: 55, 58, 54
CMYK: 69, 60, 64, 54
#373A36

PANTONE Cool Gray 10
RGB: 99, 101, 106
CMYK: 62, 53, 47, 19
#63656a

PANTONE Cool Gray 1
RGB: 218, 217, 215
CMYK: 13, 10, 12, 0
#dad9d7

PANTONE 289
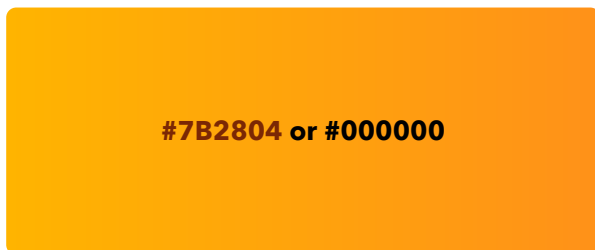RGB: 10, 34 64
CMYK: 99, 84, 45, 51
#0a2240

Gradients

The following gradients are approved exclusively **for online use**, such as backgrounds or button treatments on websites, web graphics, social media visuals, and web ads.

Please note that they are NOT authorized for print materials. Only the specified text colors are permitted for use on these gradients.
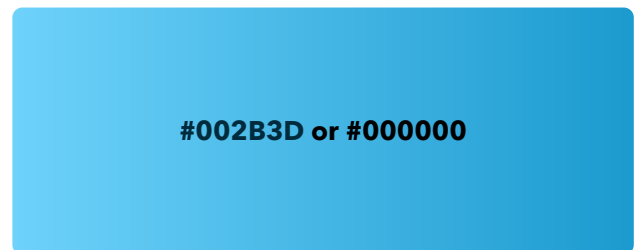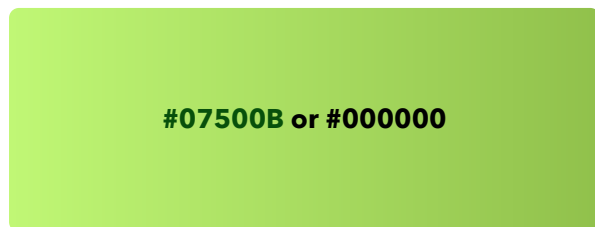
#027FAA ⟵⟶ #005673

#FFFFFF

#FFB400 ⟵⟶ #FF9119

#7B2804 or #000000

#6ED2FB ⟵⟶ #1B9ACE

#002B3D or #000000

#C0F775 ⟵⟶ #90C04B

#07500B or #000000

#EA1112 ⟵⟶ #A40000

#FFFFFF

Typography

Use approved Imagination Library typefaces.

Never use typefaces outside of the approved font families. Use of the correct typefaces for the correct mediums and purposes is crucial to maintaining our brand look. All fonts available to download to your desktop from the Partner Success Kit.

Primary Font

Avenir Next

Avenir Next is a very versatile and extensive typeface family.

It is used on most of our print materials such as brochures and book lists and also used on all digital assets like social graphics and web ads.

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary Fonts

PT Sans

PT Sans and PT Sans Narrow are our go-to fonts for headings on our website. They are also featured in our Partner Logo Templates and utilized in areas where a more condensed typeface is necessary to optimize space.

PT Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PT Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PT Sans Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PT Sans Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway

Raleway is used for the body copy of our website.

Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography Colors

Consistent use of our text color palette reinforces a cohesive brand identity. Below are examples of how to apply font colors on various brand-colored backgrounds. Notice that colored text is reserved for titles or elements that need to stand out.

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text*
Body Text

*Not for use on web. Does not meet WCAG guidelines.

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Title Text
Body Text

Web Accessibility

When choosing brand colors on the web, ensure a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text. Use tools like the <u>WebAIM Contrast Checker</u> to verify compliance with WCAG guidelines.

Photography

Our photos should convey a sense of warmth and inclusiveness.
They should be candid in feel and not feel overtly posed. All brand approved photos are available in the Partner Success Kit. Please do not use unapproved images of Dolly.

Subjects should be in candid poses and in most cases, not look directly into the camera. Active and cheerful subjects are encouraged, but children and adults in thoughtful reading and teaching situations are also appropriate. In addition to custom-shot photos, appropriate and affordable images may be obtained by purchase through stock photo sites such as iStock.com. Be sure to select images that feature books that clearly appear to be children's books. Please take care not to violate any copyright laws when using any images found on the internet.

Event and Editorial Photography

Event and editorial photography should be clear and well lit. Candid shots showing activity are preferred, but posed group and portraiture shots are acceptable for editorial use.


Approved event graphics such as cutouts and banners containing Dolly Parton are approved for this use and may be included in the event photographs as shown below.

Book Photography

You can use approved DPIL book titles in photos as dictated by Penguin Random House.
For any specific approval, you can find a submission form here:
 (https://imaginationlibrary.com/newsresources/penguin_resources/).
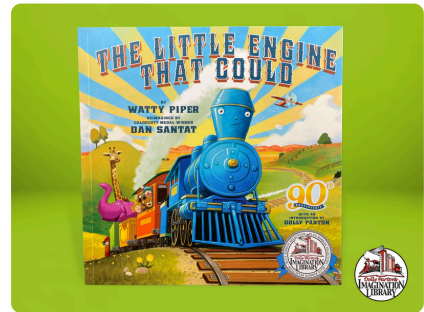
NOTE: Approved book photography is available for use in the Partner Success Kit.

Children with Books Photography

Photos of community children displaying or reading books with parents, teachers or caregivers may be used if it is an Imagination Library book title and you have the parents/caregivers consent.
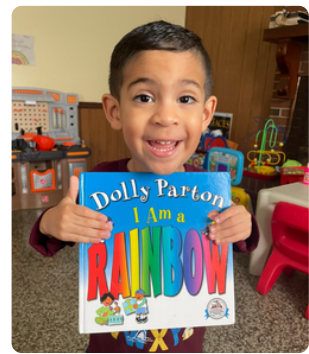
Stock photos of parents reading to children may be used as long as no title is shown and the book appears to be a children's book.

Patterns

Please reference the <u>Patterns Folder</u> in the Partner Success Kit for all available patterns for use in the creation of printed and social media.
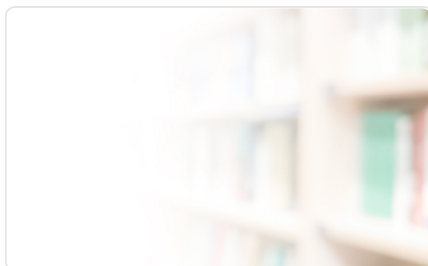
BLUE GRADIENT BACKGROUND

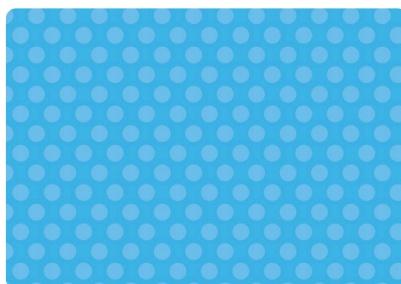**BRAND COLOR WATERCOLOR TEXTURES**

COLORFUL WATERCOLOR TEXTURE

BOOKSHELF BACKGROUND

**BOOK LINEART BACKGROUND**

SEAMLESS POLKA DOTS PATTERNS

Icons

An existing library of icons can be accessed in the Partner Success Kit.
Below are examples of existing icons and an example of their use in an infographic style of illustration.

The overall style is simple, playful line art with small areas of approved color. They can be used singularly or as a group of two or more to convey an idea.
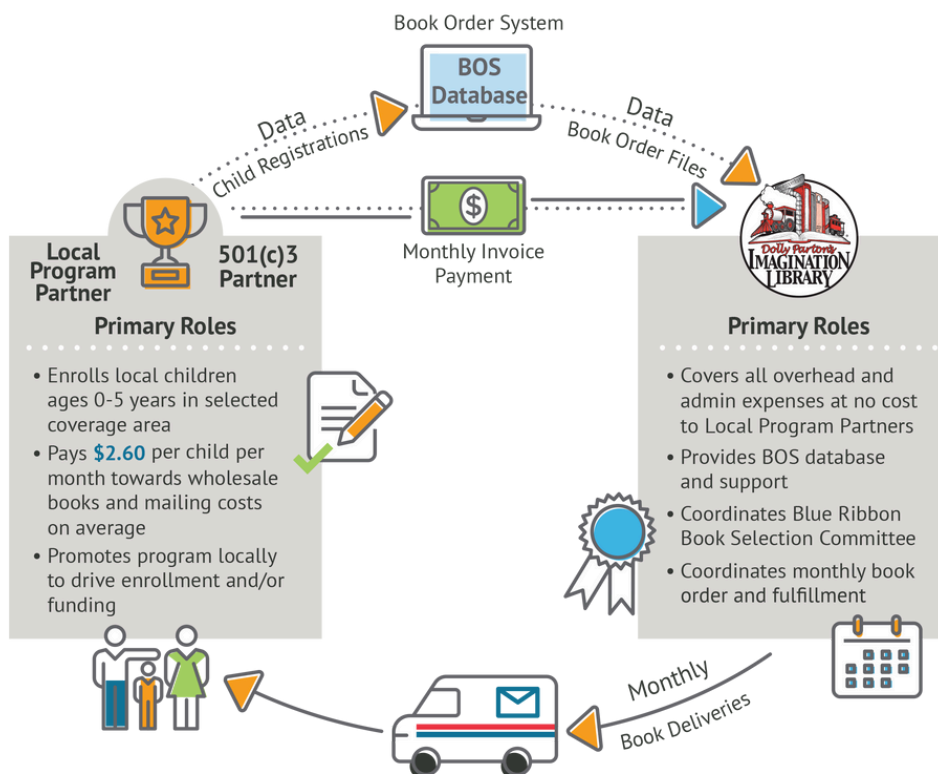
Contact

Marketing Department, The Dollywood Foundation

marketing@imaginationlibrary.com

111 E Main St. 2nd Floor
Sevierville, TN 37862

(865) 428-9678

ImaginationLibrary.com

The Dollywood Foundation (USA)
501(c)(3) Nonprofit Organization
EIN: 62-1348105

The Dollywood Foundation of Canada
The Dollywood Foundation of Canada is a registered charity under Canada Revenue Agency.
Charitable Business Number: 846742328 RR 0001
P.O. Box 24022, Brantford, ON N3R 7X3

The Dollywood Foundation of the United Kingdom
The Dollywood Foundation of the United Kingdom is a charitable company limited by guarantee registered in England, Wales (Registered Company Number 6400437, Registered Charity Number 1121917) and Scotland (Registered Charity Number SC045571).

UK Charity Address:
167 - 169 Great Portland Street, 5th Floor, London W1W 5PF

Additional Program Support

You may find useful information on our support site: support.imaginationlibrary.com
and more marketing tutorials in the Partner Success Kit under Training Tools.