



STYLE GUIDE

Name: ThreadED, Fashion for a Future
Second Reference: ThreadED

Mailing Address: P.O. Box 202, Newton, Massachusetts, 02465

Board Members:

Gail Harris, Co-Founder
Second Reference: Gail
Laurel Sgan, Co-Founder
Second Reference: Laurel

Jargon: N/A

Social Media:

Instagram- @fashion4afuture, 427 Followers
Hashtags: #thrifting #clothingresale #consignment #shoppingwithapurpose
#moresalemorescholarship
Facebook: Threaded: Fashion for a Future, 321 Followers
Hashtags: #thrifting #clothingresale #consignment #shoppingwithapurpose
#moresalemorescholarship

Logo and Color:



#F26B21
RGB (242, 107, 33)

Hex code for Orange is #f26b21. RGB value is (242,107,33)
In CMYK color space, it is composed of 0% cyan, 55.8% magenta, 86.4% yellow and 5.1% black.



#762E89
RGB (118, 46, 137)

Hex code for Purple is **#762e89**. RGB value is (118,46,137).
In a CMYK color space, it is composed of 13.9% cyan, 66.4% magenta, 0% yellow and 46.3% black.

Voice

The voice of all ThreadED materials is information, enthusiastic, and raising awareness of student fundings.

Organization Material: “Searching for an outfit or new-to-you piece? Shop ThreadED on eBay at @threadedfashionforafuture. Cleaning out your closet? Message us to arrange a drop off or pick up of the great pieces you no longer wear. Both of these little actions help us help underserved students in our community! “ #NewtonMA #AllOverNewton #NewtonFestivalOfHearts #MoreSalesMoreScholarships

Tone

The voices of ThreadED material are all professional, as well as exciting.

Example: "Deep greens and blues are the colors I choose" 🎵 #bcbg party dress, #GiorgioArmani jacket, #juicy velour jacket, #MargaretOleary tie dye cardigan #tahari dress #JCrew sweater. All at ThreadED End of Season Sale this Friday and Saturday, 11-6. 797 Washington street, 2nd floor, Newtonville. #ShopWithAPurpose as all sales fund college scholarships for underserved students in the Boston area.

Boilerplate:

ThreadED, Fashion for a Future is a Massachusetts-based 501(c)(3) non-profit organization. The primary purpose and mission of the organization are to provide scholarships to Boston area students. The cost of college tuition is a burden to most students and families. Through the resale of high-quality clothes and accessories online and in person, ThreadED can generate funds and raise awareness to help ease the burden of college tuition. In addition, it reduces the footprints and collective impact on the earth.