



THE SERVICE BOARD

Partner Marketing & Branding Guidelines

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Purpose and Goals

These partner marketing and branding guidelines are designed for tSB's entire network of community partners, event sponsors, and supporters. We ask that you please distribute this guide to your design, marketing, communications, and social media personnel to ensure that all materials produced by partners in collaboration with tSB and/or which reference tSB logos, messaging, captions, and pictures, are in line with these branding policies.

The goals for these guidelines* are to:

- Ensure that tSB's branding, mission, and organizational narrative are accurately and consistently represented through a collaborative approach
- Provide clarity to our partners around tSB's marketing priorities and create understanding on how best to support and share our mission and story, without exploiting youth or the organization. This means always getting consent from youth on when and how we tell their stories. *For more details, please see our [Community Agreements: Consent and Double Confidentiality](#)*
- Ensure that all materials produced will 1) provide clear messaging to the public 2) promote giving and volunteerism, and 3) showcase how our community partnership is fostering equity and implementing sustainable change**

For questions not covered in these guidelines, or for content review and approval, contact elaine@theserviceboard.org

**Please note that the tSB Partner Marketing Guidelines are subject to change.*

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***Please note that our organization cannot be held legally responsible for externally-produced materials or any claims made therein.*

Marketing Do's and Don'ts

This section provides an overview of how to use our guiding narrative and demonstrate inclusive language when referencing tSB.

Definition of Scope

Unless expressly modified through a separate agreement, all tSB community partnership marketing is subject to the following limits in scope:

Use of tSB branding, assets and narratives should focus on

- Storytelling and events around tSB youth (age 14-18)
- Partnership impact on increasing youth participation in snowsports
- Partnership impact on equitable resource access for historically marginalized populations (BIPoC, LGBTQ2S+, from low-income households, etc.)
- Partnership impact on equity the outdoor industry as a whole

As a 501(c)3, our branding and assets must not be associated with

- Public endorsement or opposition of political activity of any kind
- Efforts to benefit private parties
- Actions and initiatives other than stated nonprofit purposes (*i.e. fundraising, youth, social justice, community, outdoor adventure, etc.*)

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We will request that any digital or print marketing found to be in misalignment with our goals and/or the established scope be immediately removed or retracted.

tSB Statement

Partners should use parts of or all of the following statement for social media captions, marketing materials, website, reports, etc. when referencing the Service Board.

If you wish to use any language that is not already contained in some form in the approved statement, please contact tSB's Communications Associate at elaine@theserviceboard.org before printing or posting.

As a youth-led organization, the Service Board (tSB) builds community around the power of youth. For the last 30 years, tSB has developed and implemented culturally-relevant programming for high school-aged youth from historically marginalized communities (BIPOC, LGBTQ2S+, low-income, immigrants, refugees, houseless youth, and or those in foster care). At tSB, we amplify youth voices and give them tools to foster a more equitable future.

Our year-round programming provides equitable access to traditionally inaccessible outdoor activities. Through sports like snowboarding, we are committed to increasing diversity in the outdoors and building confidence in youth. In combination with community service projects, adult mentoring, social and environmental justice education, tSB creates courageous communities of young change-makers, athletes, and future environmentalists.

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Is your language inclusive?

Language changes over time. Inclusive language enables us to embrace diversity and avoid assumptions about people's identities. Using inclusive language helps us avoid harming others and create a more inclusive community. Below are some terms to be aware of when referencing tSB (a full list can be found in the addendum on page 10 of this guide):

Avoid	Alternatives
<ul style="list-style-type: none">• At-risk youth• Low-income youth• Marginalized youth• The disadvantaged• Minorities• Underserved• Delinquents• Troubled youth	<ul style="list-style-type: none">• Youth from historically marginalized identities• Youth from lower income communities• BIPOC (Black, Indigenous, People of Color)• PGM (People of the Global Majority)• Under-resourced
<p>Reasoning: Youth are youth first, before anything else! We address them as a youth first, and their circumstances come later. People of identities that have been marginalized should be addressed as people first. Circumstances do not define their entire experience.</p>	

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Avoid	Alternatives
<ul style="list-style-type: none"> • Empower youth ... 	<ul style="list-style-type: none"> • Amplify youth voice • Share power • Increase access to power • Embolden • Give youth tools to • Uplift youth voice
<p>Reasoning: To empower means to give someone the authority or power to do something. This implies that youth do not have power and that in order for them to succeed, they need us to give them that opportunity. We believe that youth have the power to create change. Our role is to support them as they step closer to that power.</p>	

Avoid	Alternatives
<ul style="list-style-type: none"> • Kids • Children (when addressing high-schoolers) • Teenagers 	<ul style="list-style-type: none"> • Youth • Teen • Young person
<p>Reasoning: The word 'kid' can be demeaning and disrespectful, as it stems from a goat with a lot of energy. It also belittles and limits their potential. Youth are capable of so much, and we see that in our programs. We understand and respect their opinions and everything they bring. We see youth as leaders and as equals.</p>	

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Avoid	Alternatives
<ul style="list-style-type: none">• Homeless	<ul style="list-style-type: none">• Houseless• Unhoused• Experiencing houselessness
Reasoning: While someone might not have a house, it doesn't mean that they do not have a place to consider home.	

Avoid	Alternatives
<ul style="list-style-type: none">• Charity• Philanthropy	<ul style="list-style-type: none">• Non-profit• Community-based organization
Reasoning: The word 'charity' reinforces power dynamics and implies that a person or organization is struggling. We believe in the collective power of working together, not in one-way interactions.	

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Branding and Design

This section provides an overview of how to use our assets correctly.

tSB Branding

If you would like to use the tSB logo on your website or marketing materials, please contact elaine@theserviceboard.org. Use of any of our [logos](#) **MUST** be approved by our communications team prior to sharing, posting, or creating any content containing tSB logos.

- If you would like to use the tSB color palette, use the following colors:
 - **#128CD7**
 - **#9EE0F7**
 - **#BFA069**
 - **#693FB5**
- Name capitalization guidelines
 - **the Service Board**: organization on first mention (the 't' in 'the' is lower case, the 'S' and 'B' are capitalized)
 - **tSB**: organization on second mention (the 't' is lower case, the 'S' and 'B' are capitalized)

**These are our general assets. Specialty assets meant for specific campaigns, events, and initiatives will be shared directly with partners involved.*

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Photo and Video

Official photo and video documentation of our programming and participants is done with the express consent of our youth and their parents or guardians. However, not all of our youth, for whatever reason, are willing or able to consent to the use of their image. To maintain the trust and confidence of our community, we restrict the unauthorized collection and/or sharing of tSB participant images and videos.

- Photographers wishing to collect photos and/or videos at events **MUST** check in with tSB staff members to ensure that you only photograph youth that have signed a photo waiver release.
- Partners requesting images, video or other assets from our organizational library to share on your website, via social media, or in printed materials, **MUST** contact elaine@theserviceboard.org.

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Social Media Guidelines

This section provides an overview of how to engage with or reference tSB on social media platforms.

Handles

- Instagram: [@theServiceBoard](#)
- Facebook: [@theServiceBoard](#)
- LinkedIn: [@theServiceBoard](#)

Tagging in Posts

When tagging tSB in your post, please consider:

- Does this post fit within the aforementioned scope limitations on page 3?
- Is the language in my caption or comment inclusive? Is there tokenizing of the youth or organization?
- Do I have permission to use the image(s) and/or logo(s)?
- Still unsure? Don't hesitate to reach out.

Photos and Storytelling

- Request approval from tSB's Communications Associate when sharing or using pictures of tSB youth on reports, social media, or website. Please include captions with the request for approval.
- When referencing specific youth make sure to use their name and/or gender neutral pronouns, unless you have verified their pronouns.

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Community Agreements

tSBe PRESENT | Let's all commit to honoring our community space by being fully present and participating to the best of our abilities!

tSBe on TIME | Arriving to tSB events/activities early is on time; on time is late; and late is missing out. This ensures that everything runs smoothly and also shows respect for our community.

Push our GROWing edges | tSB strives to create a space where all youth can not only be comfortable and accepted as they are, but also where they have the support and confidence to continue to challenge themselves by not completely going outside their comfort zones, but slowly push their boundaries.

Honor Your TRUTH | There are many different ways of living. Resist the urge to invalidate. Just because it isn't true for you, doesn't mean it isn't true for another.

Have FUN | Enough said?

NO HOKEY | We create some amazing bonds and a lot of love in tSB, so we need to acknowledge that sometimes romantic relationships develop. Yet if it's real, it will be there when program is over.

NO POKEY | We cover some intense and difficult topics at tSB; energy and emotions can run high. We provide a safe space for open dialogue, so we cannot tolerate any acts of outright verbal or physical aggression.

NO SMOKEY | We are not here to judge what you do.. But we ask that you come to tSB space fully engaged and not under the influence.

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The RULE of 3 | For your safety, three in a group at all times. If anyone is hurt, one person will need to be able to remain with them while the other goes for help. Especially important on the mountain!

Consent | We share a lot of hugs, take a lot of pictures and throw a lot of snowballs, yet we always seek consent FIRST, to encourage healthy boundaries.

Move UP, Move BACK | Large group dialogue can be intimidating, but we have a two-fold approach: encourage all youth to speak their truth and drop a little knowledge, while also practicing awareness of who is dominating the conversation and encouraging others to speak up.

Oops + Ouch | There are times when we might use micro aggressions, stereotypical language and other forms of oppressive speak/actions. The impact of our language can be different than our intention. When that happens we can acknowledge the "oops & ouch" and reconcile the impact of what was said/done through open dialogue.

Don't YUCK Someone's YUM | We all like what we like. Don't make others feel bad about liking something you don't like.

Double Confidentiality | Many of the stories we will hear in tSB space are powerful. All identities and stories belong to the storyteller and only the message leaves tSB space. Doubly, in the world beyond tSB, any conversation about these specific stories must only be initiated by the storyteller.

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