



## The Program

John Hancock’s MLK Scholars Program is believed to be the largest summer jobs program of its kind in the country. Going into its eleventh year, along with seven weeks of employment at participating non-profit organizations, Scholars engage in leadership development workshops, titled Mayor Menino Leadership Forums, and become certified in financial capability. John Hancock oversees the MLK Scholars Program, and works in close partnership with The City of Boston, The Boston Globe, Boston University, and Partners HealthCare, and The Ad Club of Boston. For more information visit [www.mlksummerscholars.com](http://www.mlksummerscholars.com). #BostonWorks

## Style Guidelines

### Logo lock-up Usage Guidelines

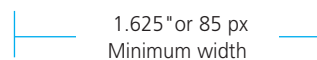
Vertical lock-up with your logo

Horizontal lock-up with your logo

Minimum size in print = 1.625" wide

Minimum size in digital = 85 px wide

Clearspace = The minimum clear space is equal to the height of the uppercase "H" in "Hancock" on all sides of the combined logo lock-up.



### Communicating about the program

In lieu of the logo, the following language is approved for use when talking about the MLK Scholars program. Additionally, the introductory paragraph above can be leveraged to suit your needs.

We are proud to be part of John Hancock’s MLK Scholars Program which, for the past 11 years, has annually funded over 600 summer jobs at nearly 70 local non-profit organizations — the largest program of its kind in the country.

### Hashtag

When posting MLK Scholars content to your social media channels, use #BostonWorks to be part of the larger conversation around youth employment in the city of Boston.

### Assets

Logo files are available for download on the program webpage:

[www.mlksummerscholars.com](http://www.mlksummerscholars.com)

All logo lock-up usage must be reviewed by Annie Duong ([annie\\_duong@jhancock.com](mailto:annie_duong@jhancock.com) 617-663-4548)