pharos TERMINAL

SOCIAL MEDIA KIT · USAGE GUIDE

Share Pharos Terminal, the right way

Thank you for sharing Pharos Terminal. Everything in this kit is free to post, print and share, as long as you follow the few rules below.

Usage terms

You may use everything in this kit, free of charge, to share and promote Pharos Terminal.

- Use the logos as they are, and don't change or add to the claims about Pharos Terminal. You may fill in the templates and edit posts to fit your own experience.
- Don't say or imply that Pharos Terminal endorses you, or that you are a partner or affiliate, unless you have written permission.
- Keep the credit line on every archive photo you post, and follow that archive's own rights terms (see core/photos/CREDITS.csv).
- Don't sell this kit, and don't reuse its videos, logos or designs in other products.
- Follow the don't-list in the usage guide: don't promise results for students, and don't make standards or eligibility claims beyond the wording given in this kit.

Zac Northup Books and Publications may update or withdraw this kit at any time. Questions: officialzacnorthup@zacnorthup.com

What's inside

- core/logos: the Pharos Terminal logo (gray for dark backgrounds, navy for light backgrounds), SVG and transparent PNG.
- core/photos: archive photos from our courses, with a credit line for each in CREDITS.csv.
- core/videos: 15-second vertical videos (1080x1920) for Reels and TikTok, each with a square 1080x1080 cover.
- Audience folders: co-ops and tutors, families, partners and influencers, and press.

Do

- Use the logo exactly as supplied. Gray on dark backgrounds, navy on light ones.
- Credit every archive photo you post, using the credit line in CREDITS.csv (for example: "Image: Library of Congress, Prints & Photographs Division").
- Link to zacnorthup.com or zacnorthup.com/terminal/ when you can.
- Post the videos as they are. You may add your own music or voiceover.
- If Pharos Terminal gave you anything (a free account, a payment or a gift), say so in the post, for example with #ad or "I received a free account."
- Describe the standards the same way we do: lesson packets are aligned to West Virginia Department of Education academic standards in English language arts, science and social studies.

Don't

- Don't recolor, stretch, crop or add effects to the logo, and don't use any older Pharos Terminal logo.
- Don't crop the credit lines out of the videos or post a photo without its credit.
- Don't say Pharos Terminal "meets," "satisfies" or is "approved" or "endorsed" by any state agency or program.
- Don't promise results for students, test scores or eligibility for any state program.
- Don't quote prices from this kit. Point people to zacnorthup.com for current pricing.
- Don't use the kit to support or oppose any candidate, party or ballot measure.

Credit requirements

Photos come from the Library of Congress, the National Archives and NASA. They are public domain or carry "no known restrictions on publication," but each archive asks for a credit line. Copy it from core/photos/CREDITS.csv. The logo identifies Pharos Terminal; use it only to refer to Pharos Terminal.

Format: Image: [credit line from CREDITS.csv]. Example: Image: Lewis Hine, National Child Labor Committee Collection, Library of Congress, Prints & Photographs Division, LC-DIG-nclc-04415.

Questions: officialzacnorthup@zacnorthup.com