

Words Alive



Branding Guidelines

www.wordsalive.org

Our Brand

This kit contains the set brand guidelines for Words Alive. Our brand communicates our reputation and we can make it stick in people's brains through repetition of the same logo, fonts, colors, images and voice.

Included are rules and examples of applications that will help you understand the brand's visual guidelines as well as voice and personality.



Logo & Icon

Words Alive's logo is based on the idea of dialogue, of bringing words *alive* in a back and forth conversation. This is also the essence of our programs - igniting dialogue around reading!

It uses a clean vector-based design to give the organization a bold, active and playful look.



Use the inverted logo and icon against solid color backgrounds. The inverted logo and icon appear in white.



Logo Do's

- Give the logo breathing room, leaving empty space around the logo that is a minimum half-width of the logo
- Right align, placing in top or bottom right corners of designs
- Use file formats ending in ".png" on web based designs - this format has a translucent background.

Logo Dont's

- Distort proportions of the logo. Use shift+drag when resizing.
- Center the logo in a heading.
- Use the exclamation icon in place of sentence punctuation.



Typography

Here are the fonts and weights to use for Words Alive's various collaterals.

Gotham Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

Gotham Rounded Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

Gotham Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

*Use Calibri for body copy when our branded font is not available



The quick

LINE HEIGHT: 1.2

brown fox

Spacing

LETTER SPACING: 0

Follow these guidelines for body text.
Maintain a minimum 0.5 inch margin on
documents and designs.

MARGIN: 0.5' MINIMUM

Tone of Voice

Words Alive's branding uses a positive, playful and purposeful tone of voice. We make our case boldly and to the point, using clear and creative language.

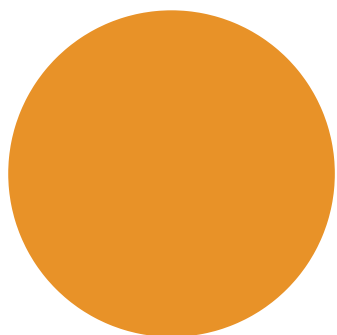
We inform and inspire by balancing messages with ideas and why they work. We use data tie-ins to appeal to change drivers and decision makers. We use themes of connection to appeal to families and community audiences.

We honor program participants by telling stories of empowerment. We address gaps in equity using language that upholds the dignity of communities we serve. For example, we say "scholar" instead of "scholarship recipient".



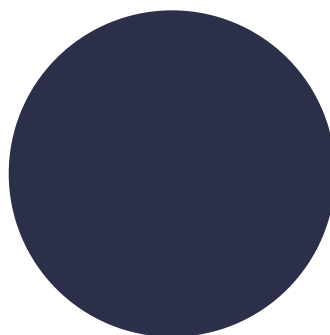
Color Palette

Here are the colors to use with Words Alive brand collaterals. Orange is our primary color, set against white backgrounds to create an airy, vibrant tone. Where ever possible, artwork should also refelct our brand color pallet.



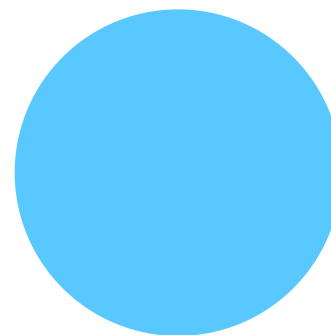
BRIGHT ORANGE
HEX = #E89228
RGB = 232 146 40
CMYK = 5 42 100 0

JOY
CREATIVITY
OPTIMISM
INDEPENDENCE
CURIOSITY



DARK BLUE
HEX = #2C2F4A
RGB = 44 47 74
CMYK = 93 86 39 34

KNOWLEDGEABLE
RESPONSIBLE
RELIABLE
TACTFUL
PRESERVERING



CYAN BLUE
HEX = #59C8FF
RGB = 89 200 255
CMKY = 65 22 0 0

EDUCATION
COMPASSION
IDEALISM
FOUNDATION
CONNECTION

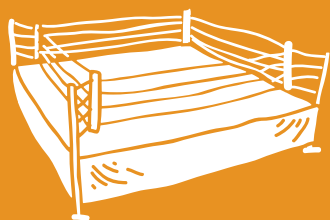
Brand Summary

- Our brand is visually crisp and creative.
- Our brand colors are orange, cyan and dark blue.
- Our brand's tone is playful and purposeful, yet not juvenile.
- Our brand language highlights action and empowerment.





This



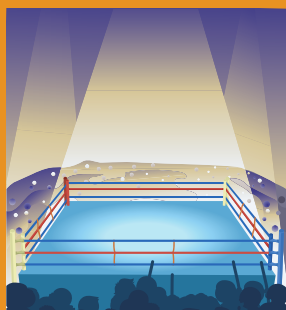
Artwork that can be edited to reflect brand colors and maintains airiness with surrounding empty space.

"Families grew their home libraries by 45%"



Sharp photos of real people (ideally program participants) communicates our relevance and maturity.

Not That !



Bands of color that span the page visually divide space without adding weight.

"Words Alive gave low-income families 100 books!"

