



LOVE
THE

PROCESS

SPEAK-UP-DC BLOOMBERG CHALLENGE BRAND PREVIEW
PRESENTED BY SPOKE



A CITY OF BOLD PERSPECTIVES

People are users. This concept relies on a human-centered, resident-focused visual theme that conveys the idea that the platform is an effort to build something “bigger than ourselves” and provide new opportunities for residents to speak up.

Residents will encouraged to participate in the platform through a vibrant, primary-based color scheme and personal anecdotes that are associated with compelling portraiture of individuals actually utilizing and benefiting from the platform.

The focus is on locals and their identity to the city through recognizable directional designation. This creates an empathetic connotation that focuses the campaign towards a hyper-local engagement that highlights the bold perspectives of the District’s diverse population.

SPEAK^{UP}DC

SPEAK^{UP}DC

SPEAK
UP DC

**SPEAK
UP DC**

BLACK

0 0 0 100

0 0 0

#000000

MAGENTA

0 100 0 0

236 0 140

#ec008c

CYAN

100 0 0 0

0 174 239

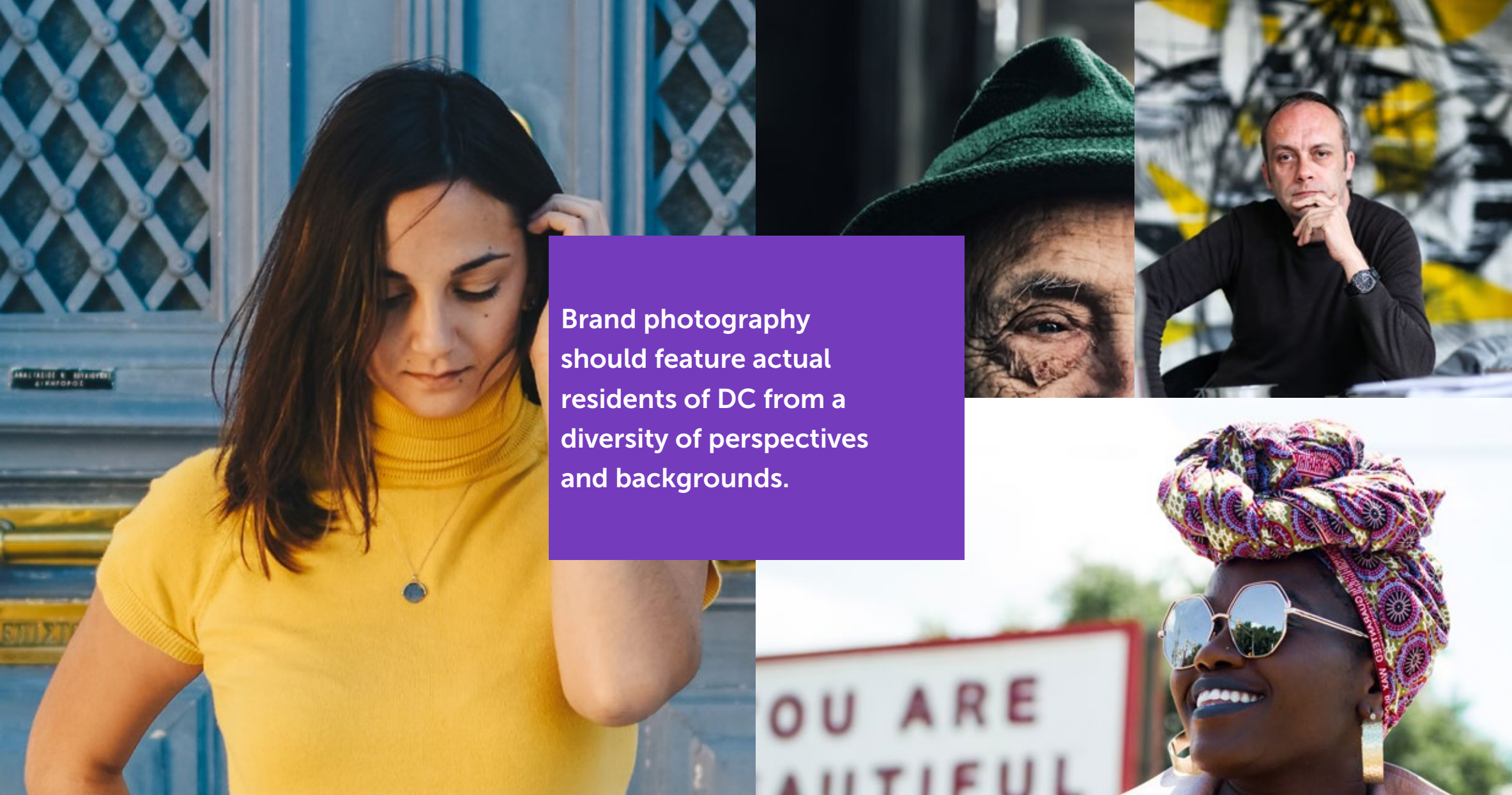
#00aeef

VIOLET

67 83 0 0

117 59 189

#753bbd



Brand photography
should feature actual
residents of DC from a
diversity of perspectives
and backgrounds.

Museo Sans 900

Museo Sans is the primary brand font. Museo is a modern, bold, versatile and approachable font family that fits the dynamic intentions of the campaign. For body copy within a container shape, such as featured on the ad concepts, use Museo Sans 700.

Use Museo Sans 300 for footer copyright content and brand disclaimers.

MUSEO SANS 700

Jane / NE



Ficiis earit hil estotasped
utem nullorum. Videbis
sunt volorae cullab in
reiciunt eum voluptio
od eatiatisquis.

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Jack / NW



Ficiis earit hil estotasped
utem nullorum. Videbis
sunt volorae cullab in
reiciunt eum voluptio
od eatiatisquis.

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A portrait of an older man with a white mustache and glasses, wearing a blue and white striped baseball cap and a blue denim shirt. He is smiling and looking slightly to the right. The background is a plain, light-colored wall.

Ted / NW

Ficiis earit hil estotaspem utem
nullorum. Videbis sunt volorae
cullab in reiciunt eum voluptio
od eatiatisquis.

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Ted / NW



Ficiis earit hil estotaspem
utem nullorum. Videbis
sunt volorae cullab in
od eatiatisquis.

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Maria / SE



Ficiis earit hil estotaspem
utem nullorum. Videbis
sunt volorae cullab in
od eatiatisquis.

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Nico / NE



Ficiis earit hil estotaspem
utem nullorum. Videbis
sunt volorae cullab in
od eatiatisquis.

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Jane / NE

Ficiis earit hil estotasped
utem nullorrum. Videbis
sunt volorae cullab in
reiciunt eum voluptio
od eatiatisquis.

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4/20/18





A bright blue t-shirt is laid flat against a light gray background. The t-shirt has a crew neck and short sleeves. In the center of the chest, the words "SPEAK UP DC" are printed in a bold, white, sans-serif font. "SPEAK" is on the top line, "UP" is on the bottom line, and "DC" is on the bottom line to the right of "UP".

**SPEAK
UP DC**









SPEAK^{UP} DC



DC's Community Engagement Program

We're building an easier way for residents to make their voices heard and for DC government to listen. Government decision-makers ask questions formatted as short surveys and residents - like you - from across the City answer them. This is also our big idea for the [Bloomberg Mayors Challenge](#).

See our current survey

[TAKE SURVEY](#)

(hint: it's on Housing)

Sign up to learn more

[SIGN UP](#)

What is it?

This is a tool to gather opinions from residents about their experiences and priorities. Its purpose is to spark conversations between government and residents, starting with a quick survey or poll. People in DC Government then use the results to make decisions, communicate with residents, and drive change. These results are shared transparently so that residents can see how their feedback has influenced decisions and the city.



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**SPEAK
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SpeakUpDC

TWEETS
450

FOLLOWING
45

FOLLOWERS
4,500

FAVORITES
45

Tweets

Tweets & replies

Photos & videos

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