

CIVIC HEALTH CENTER



WHAT'S HAPPENING?

Derek and Alec are preparing to launch the Civic Health Center in fall 2023. The Civic Health Center will offer programs and services to strengthen communities in their response to public issues. They have an initial logo concept as a starting point.

WHAT NEEDS TO HAPPEN

Derek and Alec seek a comprehensive, ready to launch brand that reflects Civic Health Center's professionalism and intentionality. We'll work together to create a brand strategy and design that aligns with Civic Health Center's values as they launch.

OUR MISSION

This is what we've set out to do.

To strengthen and transform communities by empowering individuals to prioritize civic participation and collaboration.

TARGET MARKET

Our company focuses on working with a variety of demographics. And while we may need to tailor communication to focus on one at various times, no communication should alienate a group. When we talk about our customers/clients, we'll be referring to the umbrella mindsets, values, and motivations of these audiences.

Community-minded
Forward-thinking
Honest
Hardworking
Eager

PROBLEM

Our clients all have a problem, a struggle, a journey that leads them to their touchpoint with us. By providing the solution to this problem and creating a positive brand experience, we not only help them in a tangible way but also in a way that resonates emotionally.

Communities aren't as engaged in civics as they could or should be. The people who want to influence change don't have the tools, framework, or experience to help drive civic engagement.

People aren't sitting around wishing your specific product or service into existence. They're busy thinking about their problem. It's your job to show them the solution.

If this concept is fascinating to you, you should read Obsessed by Emily Heyward.

THE BRAND EXPERIENCE

Not only do we need to communicate brand at “the” general touchpoint with your client, it needs to infuse every step in this process. From initial awareness to longterm loyalty, considering how we can hit your communication objectives and serve our clients well through each step will lead to a strong, cohesive brand.

AWARENESS

How will your clients find you for the first time?



CONSIDERATION

What would your client need to know to make the decision to use your services or products?



DECISION

How do you lead them to a decision confidently?



LOYALTY

How do we give your brand feelings longevity so your customers become brand advocates?

VALUE PROPOSITION

This is our value proposition. It's what makes us attractive to your market and sets us apart from the competition, whether that's direct competition or anything that stands in the way of a purchase decision.

This is an internal strategy piece that anyone who touches our brand can use to define the benefits of the brand. It's the reason we exist!

Civic Health Center promotes civic engagement by creating programs that drive enthusiastic participation in civic health by individuals, schools, and communities.

YOUR VALUES

Our brand values should resonate through everything we do.

They're what we rely on when making decisions, and what we strive to live out in every facet of how we do business and interact in the world. They should be shared by our clients and equally important to them as they are to us.

Engagement
Collaboration
Curiosity
Intentionality
Action

THEN COMES DESIGN

Design strategy is the culmination of everything this guide has covered. We want to reflect the authentic vibe, tone, and brand emotion through design so everything aligns. These words describe the feeling we'll want to emote through visuals.

Bold
Polished
Stately
Cheerful

VISUAL COMPONENTS

Our visual identity has been mindfully constructed to include logos, colors, typefaces, design principles, and elements that come together to create a variety of collateral and end-uses.



WORDMARK

In 2-color or 1-color.

CIVIC 
HE  LTH
CENTER

CIVIC 
HE  LTH
CENTER

LOGO

Interlocking CHC heart, for use in 1-color or with gradient.



LOGO

Interlocking CHC heart with circular text, for use in 1-color or with gradient.



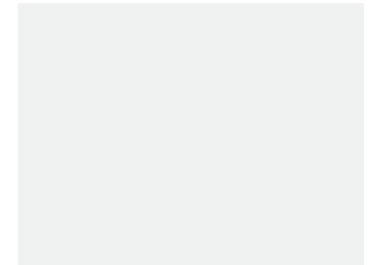
COLORS



NAVY
CMYK 99, 91, 36, 29
RGB 29, 43, 90
#1d2b5a



BLUE
CMYK 84, 77, 0, 0
RGB 49, 50, 235
#3132eb



GREY
CMYK 5, 3, 3, 0
RGB 240, 241, 241
#f0f1f1



RED
CMYK 0, 92, 75, 0
RGB 255, 52, 62
#ff343e



BLACK
CMYK 69, 67, 64, 74
RGB 35, 31, 32
#231f20



BLUE<>RED
GRADIENT

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPEFACES

GOTHAM

Gotham is our core heading typeface. We use Gotham for headings or subheadings and buttons or small text. Use a variety of weights and sizes to create visual hierarchy.

HEADINGS

For headings, use Gotham, Bold (like this paragraph), or Black, title case (first letter capitalized). We want headings to be at least 200% larger than body copy. This paragraph is 16pt font with 20pt leading.

You can also go big and use tighter line spacing (like this), as long as no letters get too cozy.

BUTTONS, SHORT SUBHEADINGS, AND SMALL TEXT

For buttons, subheadings, and small text, you can use Regular or Bold, all caps, with custom tracking of +200. All caps fonts are legible at smaller sizes, so you can go down to 6 points if needed. Don't use this style for paragraphs or long bodies of text. Ideally, this is only used for 1-line texts.

GOTHAM MEDIUM. ALL CAPS, 7PT FONT, TRACKING +200

TYPEFACES

LORA

Lora is alternate heading and accent font. Use the regular version (not bold) with traditional tracking/kerning.

ALTERNATE HEADINGS/ACCENTS

For headings, use Lora Regular (like this paragraph), or Italic, title case (first letter capitalized). We want headings to be at least 200% larger than body copy. This paragraph is 16pt font with 22pt leading.

Lora also can be *big*.
This is 28pt type and
40pt leading.

TYPEFACES

OPEN SANS

Open Sans is our typical body copy/
paragraph font.

BODY COPY

For body copy, use sentence case, automatic tracking, and OpenSans Regular (what this paragraph is in) or Medium weight. We always prefer body copy to be left-aligned, but center- or right-aligned can work in some instances. This paragraph is in a 9pt font with 13pt leading (line spacing), which is a good rule of thumb for printed materials. Use Bold or Italics as needed, but don't apply too many styles within the same piece.

TYPEFACES

Each typeface has a different use. Generally, use this guide to decide which fonts to apply to headings, accent copy, body copy, and buttons/small text.

Ideally, we pick a heading font (Gotham or Lora) and stick with it for each individual application).

HEADINGS

Gotham

ACCENT

Lora

COPY

Open Sans

BUTTONS & SMALL TEXT

Gotham

Lorem Ipsum

Dolor Amet

Epro enis eicidel mossim faccabor aceaqua tiunt.

Acia cum debitatur sentur a aut quisci offic totatet modit, ad que ex estotatur aruptatur, comnihil mod endelen imusandit anadus, qui vol-orpo repeliq uatque volorum quam et la aut es doluptioris et ulparchilit, simet dessin nos excepel lorumquis dolut magnam faciaer.

EPRO

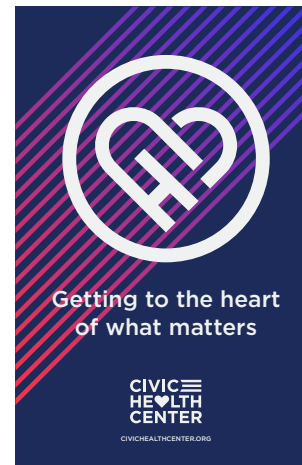
BRAND PATTERNS/GRAPHICS

Gradient lines.



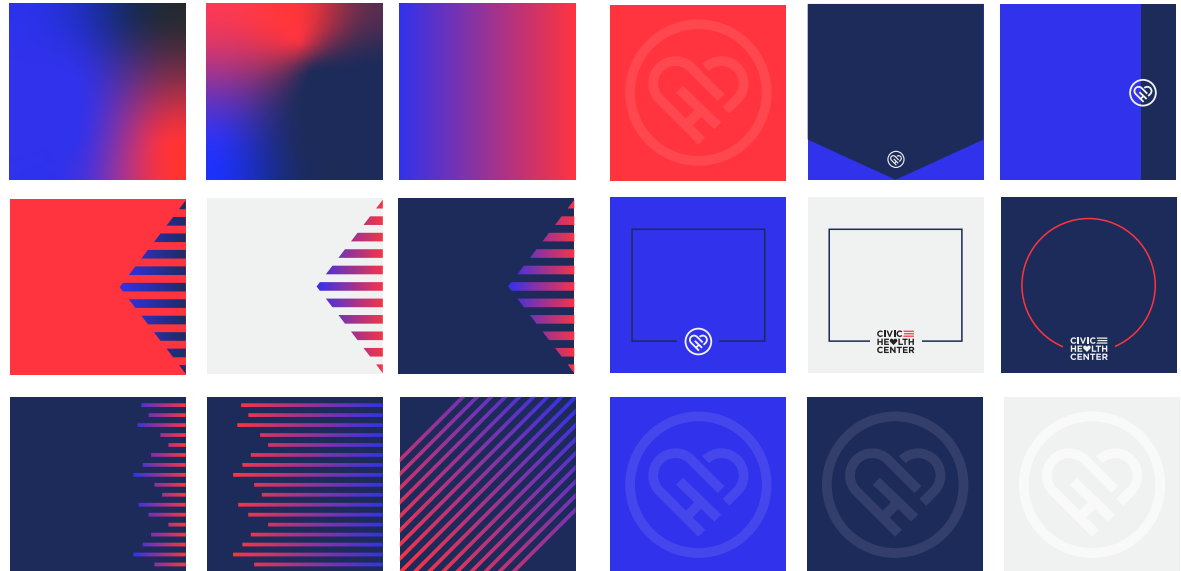
DESIGN EXAMPLES

Using brand colors, typefaces, and imagery.



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HEALTH
CENTER

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