

Managing our brand

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This guide was developed to ensure staff apply our brand consistently and correctly, so that we make a unified impression on all our audiences. It's up to all of us to maintain the strength of the Keys to Change and Key Campus' brand identity. Please refer to this guide whenever you develop materials for our organization. This guide is a vital resource to ensure that all the hard work of establishing our brand is documented for consistent and correct application at all levels.

THINKING ABOUT COMMUNICATIONS

There are many obvious and not-so-obvious opportunities for us to communicate our brand identity to our audiences. This guide will help you understand how to apply the brand in each of these situations:

- Online channels (web, email, social media)
- Printed materials (business cards, brochures, flyers, postcards, reports)
- On-air (video, podcasts, radio, TV)
- Physical (internal and external signage, t-shirts and other swag)
- Media relations

GETTING ASSISTANCE AND APPROVAL

If you are creating a document that requires a new design treatment or customized messaging, please contact the communications staff. They may have helpful resources to share for your project, and can ensure that the brand guidelines are applied consistently.

Have questions? Please contact:

Positioning + personality

The elements that make up our brand strategy—our positioning and personality, along with our communications goals and audiences—are the core elements that direct all aspects of our brand.

Our positioning statement and personality words are internal tools. Do not print or distribute them to outside audiences.

Positioning

Our positioning is the single idea we strive to establish in the minds of our target audiences. It's the first thing they should think of when they think of Keys to Change. All communication materials we create—written and visual—should reinforce our positioning.

We are a connector, using a holistic approach to fortify our community with compassionate support and visionary systems change to end homelessness for good.

Personality

Our personality is our tone and style—the overarching feeling we want people to associate with us. Revisit these personality attributes as you create materials. All communications should reinforce our personality.

Collective

(collaborative, community-based, responsive)

Resolute

(dedicated, persevering, resilient, unflappable)

Resourceful

(expansive, flexible, innovative, strategic)

Sincere

(consistent, credible, effective, solid)

Warm

(humanistic, relatable, supportive, welcoming)

Using positioning + personality

Our positioning and personality can be used as a yardstick when communicating about our brand.

- **Use them to make sure written messages express our distinctive voice —**
"Does this email, event, or social media post reflect our personality?"
- **Use them to evaluate creative work and design —**
"Does this photograph/invitation/post reflect our brand strategy?"
- **Represent them in our day-to-day work to build and maintain cohesion —**
"Am I talking about Keys to Change in a way that reinforces and reflects our positioning and personality?"

Communication goals & audiences

Communications Goals

Our communication goals articulate what we want our brand and communications to help us achieve.

Fundraising

- Sustain and grow credibility with key funders as an expert, go-to service provider and convener of key partnerships to renew and expand grant and program funding
- Sustain and grow relationships with individual donors and funders that provide unrestricted funds and support

Programs

- People experiencing homelessness in our communities know about and can easily access services through Keys to Change
- Partners understand and value the structure and support Keys to Change provides and seek deeper partnerships and collaborations

Advocacy

- Keys to Change understands the needs and goals of its client community and represents those effectively to funders and the broader community
- Keys to Change understands the needs of neighboring businesses and residents, and represents the population served and program services provided to increase education and familiarity
- Keys to Change leads on systems change conversations to address root causes of homelessness and position solutions in a frame of health

Communications Audiences

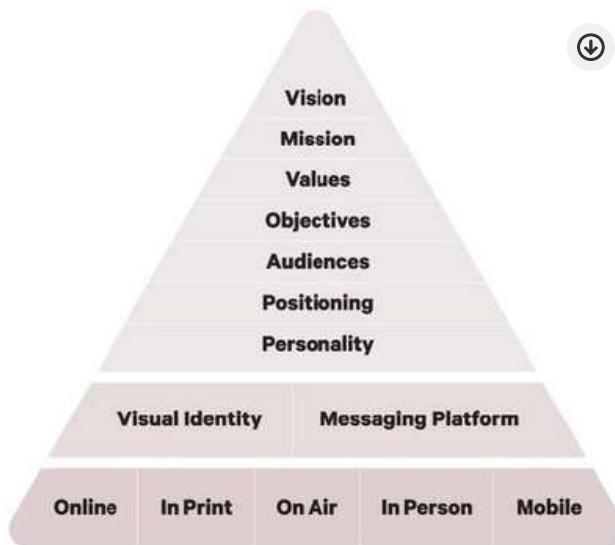
Our communication audiences are those we need to reach effectively in order to achieve our communication goals.

- Clients
- Partners
- Donors and funders
- Community

About Brandraising

Brandraising™ is the approach to nonprofit branding that we have used to guide our process, developed by our partner Big Duck. It starts with having internal clarity about the big ideas guiding our organization and intention about how we want to be perceived. The external expression of our brand—through communications assets such as visuals, messaging, and more—should reinforce who we are, where we're going, and why we matter.

Brandraising is a framework for building a distinctive, unified organizational voice online and offline that inspires people to connect with our mission, participate, and support our work.

**Organizational level:**

The core strategy and ideas that direct all aspects of our organization's brand.

Identity level:

How we express our brand strategy through messaging and visuals.

Experiential level:

The channels and tools we use to communicate and connect with our audiences.

Diagram from *Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications* by Sarah Durham (Jossey-Bass; 2009)

Name and tagline

NAME

Our name is at the core of our organizational identity. It creates the first impression of who we are, so it's important to use it correctly and consistently in writing and speaking.

Keys to Change

Our name reflects flexibility and multiple approaches to the challenges created by homelessness. As problem solvers committed to ending homelessness, we provide and support key resources and services. By leaving our name broad with "Change," we also have room to grow and move into new areas as needed.



- Always use our full name in writing and speaking; do not use Keys 2 Change, K2C, KTC or any other abbreviations or acronyms.
- Always capitalize the words in our name consistently ("K" / "t" / "C").

TAGLINE

Our tagline is a short, memorable line that introduces our organization. See the Visual Identity section of this guide for examples of how to use our tagline in your designs.

Working together. Ending homelessness.

Our tagline reflects our commitment to our community and our desire to end homelessness for good. "Working together" showcases collaboration and partnership while highlighting part of our positioning. "Ending homelessness" provides a high-level goal that drives the work.

Vision and mission

OUR VISION

A vision statement articulates our vision for the world. It paints a picture of the future, often idealistic and motivating.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

OUR MISSION

A mission statement explains how Keys to Change will achieve our vision—what we actually do.

Nullam et lobortis quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; In sed libero a dolor lacinia molestie id quis arcu.

Values

An articulation of the beliefs, values, and philosophies that guide our work and inform day-to-day decision making internally and externally.

Value 1

Lorem ipsum

Value 1

Lorem ipsum

Key messages

Key messages distill our story to its most essential, indispensable components. They are the single source that our staff, board, volunteers, and community partners can use when writing or talking about our work. Draw from our key messages based on the channel or situation. These messages should work as both an introduction for new audiences and reinforcement for existing ones. There will be times when you skip around, change emphasis, and layer in additional messages based on who you're talking to and why. You also won't deliver every message in every context.

This is the structure of our key messages:

1. The need
 2. Our approach
 3. Why it works
 4. Join us
-

THE NEED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et lobortis quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; In sed libero a dolor lacinia molestie id quis arcu. Pellentesque ligula lorem, egestas ac ligula at, ullamcorper vestibulum tortor. Cras cursus nibh at mollis efficitur. Pellentesque consectetur vitae neque vitae tristique. Proin non felis vitae neque tristique viverra. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Nullam eu sagittis purus. Proin sit amet dui a elit commodo efficitur sit amet ac dui. Fusce ut lectus id orci pulvinar tincidunt. Aliquam malesuada luctus massa, ut fringilla lacus placerat sit amet.

OUR APPROACH

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WHY IT WORKS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et lobortis quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; In sed libero a dolor lacinia molestie id quis arcu. Pellentesque ligula lorem, egestas ac ligula at, ullamcorper vestibulum tortor. Cras cursus nibh at mollis efficitur. Pellentesque consectetur vitae neque vitae tristique. Proin non felis vitae neque tristique viverra. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Nullam eu sagittis purus. Proin sit amet dui a elit commodo efficitur sit amet ac dui. Fusce ut lectus id orci pulvinar tincidunt. Aliquam malesuada luctus massa, ut fringilla lacus placerat sit amet.

JOIN US

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et lobortis quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; In sed libero a dolor lacinia molestie id quis arcu. Pellentesque ligula lorem, egestas ac ligula at, ullamcorper vestibulum tortor. Cras cursus nibh at mollis efficitur. Pellentesque consectetur vitae neque vitae tristique. Proin non felis vitae neque tristique viverra. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Nullam eu sagittis purus. Proin sit amet dui a elit commodo efficitur sit amet ac dui. Fusce ut lectus id orci pulvinar tincidunt. Aliquam malesuada luctus massa, ut fringilla lacus placerat sit amet.

Boilerplate and elevator pitch

BOILERPLATE

One to four paragraphs that describes our organization. Use verbatim as “About Keys to Change” copy.

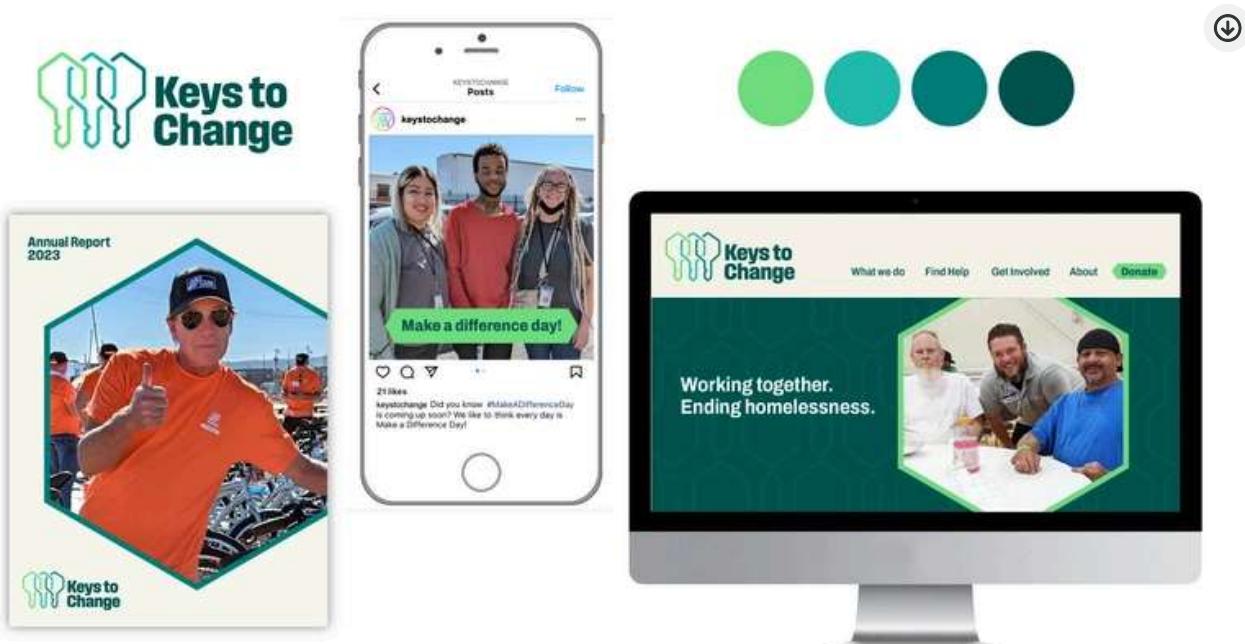
ELEVATOR PITCH

A brief, one- or two-sentence introduction to our organization in conversational language anyone can understand.

LOREM IPSUM

At a glance

Our logo, colors, typography, photography, patterns, and other visual components all work cohesively to communicate the Keys to Change brand. Here's an overview of how the individual components and touch points with our brand come together to create a unified impression of our organization.



Logo

Our logo is the foundation of our visual identity and should be featured prominently and consistently on all of our materials.



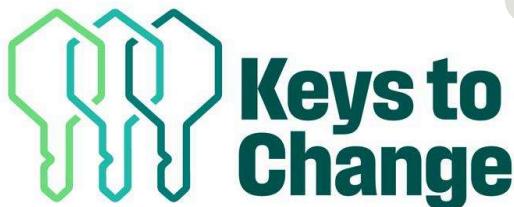
About our logo:

- Includes a unique symbol and our name set in a unique typeface
- Our symbol connotes both keys, to reinforce our name, and houses
- The interlocking shapes underscore our role as a connector, working in partnership with others
- Features a vibrant array of shades of green, building on the legacy of our old Human Services Campus brand

Logo variations

COLOR VARIATIONS

Our logo comes in three different color options—full color, reversed, single color (green), and white.



Full color logo

Use our full color, primary logo wherever possible.



Reversed logo (shown on green background)

Use the reversed version of the logo on top of color backgrounds or a dark area of a photograph, as long as there is sufficient contrast that the logo can be easily read.



White/knockout logo (shown on green background)

Use the white (knockout) version of the logo when you want the background color to appear underneath. Only use the white logo with dark, solid-color backgrounds.



Single color (green) logo

Our green logo is for limited use – when a single color is required.

LOGO WITH TAGLINE

These versions of our logo have our tagline locked up underneath.



Full color logo + tagline



Reversed logo + tagline (shown on green background)



White/knockout logo + tagline (shown on green background)



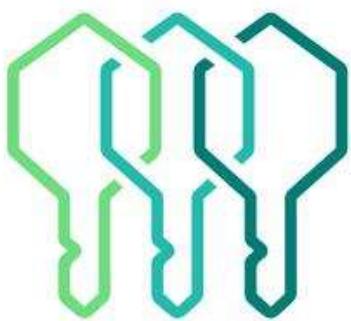
Single color (green) logo + tagline



Black logo + tagline

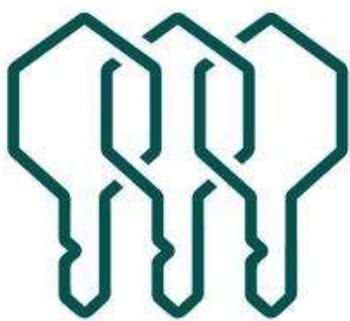
STACKED LOGOS

Our stacked version is only for use when space does not permit the primary horizontal version of our logo.



**Keys to
Change**

Stacked logo



**Keys to
Change**

Stacked logo—green

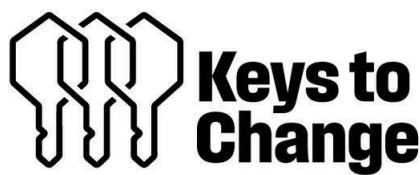




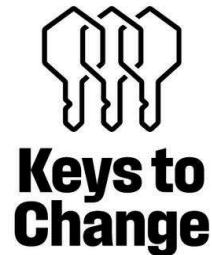
Stacked logo—reversed (shown on green background) Stacked logo—white/knockout (shown on green background)

BLACK AND WHITE LOGOS

Our black and white logos are only for use in black and white printing. Do not use onscreen.



Black and white: primary logo



Black and white: stacked logo

Key Campus

Our physical campus location has its own name and logo. See the [Key Campus](#) section of the guide for more info.



Logo downloads

The attachments below include all of the logo versions seen above—full color, knockout, and black—saved in a variety of file formats and colorspaces, suitable for digital and print contexts.

- Use **RGB (screen)** logo files for on-screen use and with desktop printing
- Use **CMYK (print)** for professionally printed materials—work with your print vendor to achieve the best, most vibrant results in CMYK

| | |
|---|--|
|  KeysToChange LOGOS_SCREEN_RGB.zip 2 MB - zip |  KeysToChange LOGOS_PRINT_CMYK.zip 11 MB - zip |
|  KeysToChange_Logo+Tagline.zip 1 MB - zip | |

Logo usage

Consistent use of logo alignment, spacing, and size helps solidify our brand.

Clear space

For optimal legibility and impact, the logo should always be set apart from other design elements.



The minimum amount of space between our logo and other elements should be at least equal to the height of the "K" from our logo.

Never crowd our logo with text or other elements.



Minimum size

Our logo should always appear large enough to be easily read. Please follow the recommended minimum sizes.



Print minimum
1 inch wide

Digital minimum
70 pixels

Logo misuse

DO'S & DON'TS

The examples below illustrate ways that our logo might be misused and therefore dilute the strength of our brand. Always reproduce the logo using the designated digital files and do not modify or alter them in any way.



Do not stretch the logo or scale it
disproportionally



Do not rotate the logo



Never change the logo's colors



Do not drop shadows or other special
effects



Do not alter the relative proportions of our logo



Do not place the logo on top of photos that are busy or lacking sufficient contrast



Do not rearrange elements in our logo



Do not place our logo on a background without sufficient contrast

Tagline in use

Our tagline is an important brand identity element and can be featured as a graphic element.

- Our tagline should be set in our brand font (Archivo SemiCondensed Bold).
- It can be set on one or two lines, centered, or left aligned.

Reminders about using our tagline in visual materials:

- Our logo and tagline are not locked up together as a unit; we use them as separate visual elements.
- Ensure that our logo is seen in proximity to our tagline.



- Style our tagline consistently with periods after "together" and "homelessness."

Examples

Below is an example of our tagline in use.

The screenshot shows a Facebook page for 'Keys to Change'. The cover photo features three men: an older man with a white beard, a younger man with a beard, and another man wearing a blue shirt and a black cap. The page's profile picture is a stylized icon of three interlocking keys. The tagline 'Working together. Ending homelessness.' is displayed prominently on the left side of the cover photo. Below the cover photo, the page name 'Keys to Change' is shown, along with '2.1K followers • 853 following'. There are buttons for 'Donate', 'Message', and 'Follow'. The page navigation bar includes 'Posts', 'About', 'Mentions', 'Fundraisers', 'Reviews', 'Followers', 'More', and a three-dot menu. The 'Intro' section contains the mission statement: 'Our mission is to use the power of collaboration to provide solutions to end homelessness.' The 'Featured' section shows a fundraiser for 'Alyssa's birthday fundraiser for Human... \$0 raised of \$200'.

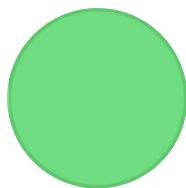
Colors

Color is an integral element of our visual identity that helps create a unified, recognizable impression of our Keys to Change. Because different printing processes and onscreen displays handle color differently, each color in the palette is shown with several breakdowns.

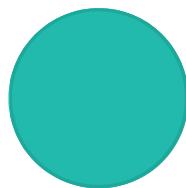
Always make sure to work closely with print vendors to achieve accurate color outcomes, especially on high-value pieces.

Primary colors

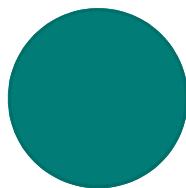
Our primary color palette matches the colors in our logo. All materials should reply on this palette.



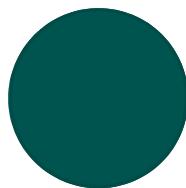
Lime Green



Turquoise



Teal



Dark Teal

#6EDD7F

110, 221, 127

7487 C

54, 0, 70, 0

#22BBAD

34, 187, 173

3265 C

72, 0, 40, 0

#007D76

0, 125, 118

327 C

87, 31, 55, 10

#005450

0, 84, 80

329 C

91, 46, 62, 34

Secondary colors and tints

Off-white or other tints of our primary palette are for use as a background tone to add warmth and variety to layouts without sacrificing color contrast accessibility.



Light Turquoise (15%)

HEX #DEF5F3
RGB 222, 245, 243
CMYK-C 0, 0, 11, 6



Light Turquoise (30%)

HEX #C8EEEA
RGB 200, 238, 234
CMYK-C 0, 0, 22, 12



Light Lime (15%)

HEX #E9FAEC
RGB 233, 250, 236
CMYK-C 8, 0, 10, 0



Light Lime (30%)

HEX #DBF6DF
RGB 219, 246, 223
CMYK-C 16, 0, 21, 0



Off-white

HEX #F6F6EA
RGB 246, 246, 234
CMYK-C 0, 0, 5, 4



Tints can use the values above or you can use whatever percentage of Lime Green or Turquoise suits your design.

Color accessibility

Color accessibility ensures that our messages online are inclusive and usable by everyone, including the millions of individuals with partial sight such as blindness, low vision, and color-blindness.

For on-screen use: Use our darkest green (dark teal) on top of white, off-white, tints, or lime green) to pass accessibility standards. Do not combine our lighter colors together or pair them with white for text—these combinations fail accessibility standards. See tables below.

Test your own combinations online at <https://webaim.org/resources/contrastchecker/> or <https://abc.useallfive.com>



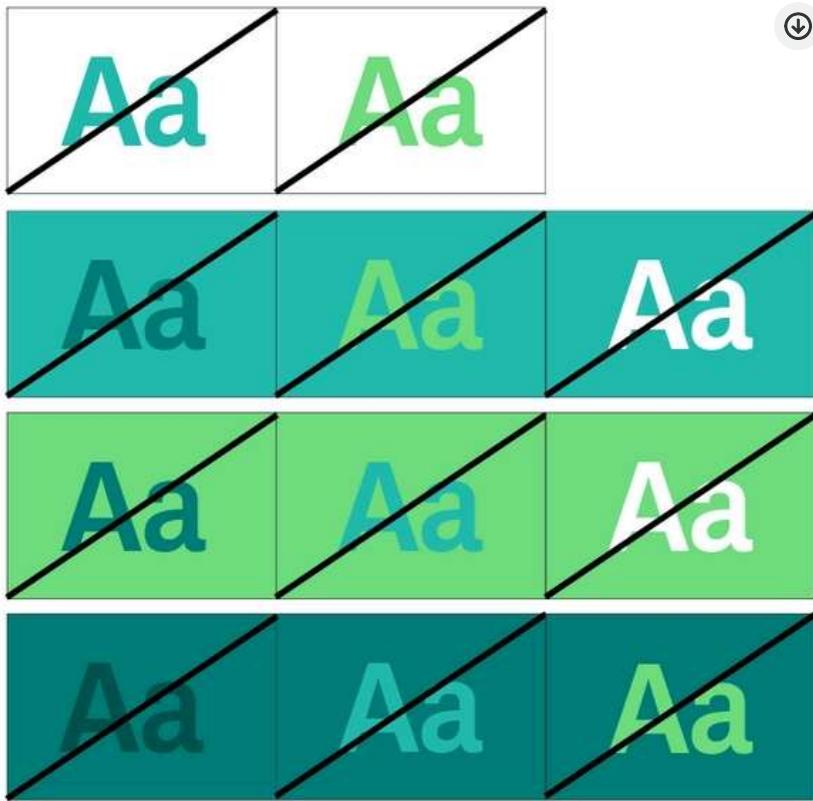
Accessible color combinations:

1. Dark Teal + White
Pass online accessibility standards

2. Dark Teal + Lime Green
Pass online accessibility standards

3. Dark Teal + Turquoise
Pass online accessibility standards for large text only

4. Light Teal + White
Pass online accessibility standards



Color combinations to avoid

Typography

Consistent use of typography strengthens recognition of our visual identity and helps maintain a uniform and professional look for our materials and communications. Use the typefaces specified below when designing Keys to Change materials. Other typefaces should be avoided. Download Archivo [here](#).

AaBbCc123

Archivo SemiCondensed Bold is our headline font



AaBbCc123

Archivo Regular is our body font

Our brand headline font is **Archivo SemiCondensed**, a san-serif font, available free from Google Fonts. Archivo SemiCondensed should generally be set in Semibold or Bold weights.

Our body font is **Archivo Regular**, is a san-serif font, available free from Google Fonts. Archivo should generally be used in Regular weight.

Archivo SemiCondensed

ARCHIVO_SEMICONDENSED-ITALIC DESKTOP

Archivo_SemiCondense

d-Italic

Weight: 400

Style: italic

ARCHIVO_SEMICONDENSED-REGULAR DESKTOP

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo_SemiCondense

d-Regular

Weight: 400

Style: normal

ARCHIVO_SEMICONDENSED-BOLD DESKTOP

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo_SemiCondense

d-Bold

Weight: 600

Style: normal

ARCHIVO_SEMICONDENSED-SEMIBOLD

DESKTOP

Archivo_SemiCondense

d-SemiBold

Weight: 600

Style: normal

ARCHIVO_SEMICONDENSED-BOLDITALIC

DESKTOP

Archivo_SemiCondense

d-BoldItalic

Weight: 600

Style: italic

ARCHIVO_SEMICONDENSED-SEMIBOLDITALIC

DESKTOP

Archivo_SemiCondense

d-SemiBoldItalic

Weight: 600

Style: italic

Archivo

ARCHIVO WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$€*)

Archivo

Weight:

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$€*)

Archivo

Weight: 100

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$€*)

Archivo

Weight: 100

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$€*)

Archivo

Weight: 200

Style: normal

Aa

Archivo

Weight: 200

Style: italic

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Aa

Archivo

Weight: 300

Style: normal

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Aa

Archivo

Weight: 300

Style: italic

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Aa

Archivo

Weight: 400

Style: normal

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Archivo

Weight: 500

Style: italic

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 500

Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 600

Style: italic

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 600

Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 700

Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 700

Style: italic

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 800

Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 800

Style: italic

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 900

Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!\$&*)

Archivo

Weight: 900

Style: italic

USAGE

HTML

```
1 <link href="https://fonts.googleapis.com/css?family=Archivo" rel="stylesheet" type="text/css" />
```

CSS

```
1 font-family: "Archivo", sans-serif;
```

Microsoft/email-safe font substitution

Use Arial when Archivo/Archivo SemiCondensed is not available, for standard, non-designed office communications. Arial is common to nearly all computers and is a safe choice when other fonts are not accessible.

DO NOT use Arial on professionally designed materials.

ARIAL WEB

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,::?!\$&*)

Arial

Weight:

Style: italic

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,::?!\$&*)

Arial

Weight: 400

Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,::?!\$&*)

Arial

Weight: bold

Style: normal

USAGE

CSS

```
1 font-family: "Arial", sans-serif;
```

Type hierarchy and use

Consistent use of type styles will ensure cohesiveness across all communications. This sample layout shows one way type sizes and styles can be combined in designed publications. Exact sizes and formatting will vary based on your specifications.



- 1 H1: Archivo SemiCondensed ExtraBold, 32 pt
- 2 H2: Archivo SemiBold, 16 pt
- 3 H3: Archivo SemiCondensed ExtraBold, 18 pt
- 4 Body: Archivo Regular, 10 pt
- 5 Call-out: Archivo SemiCondensed Regular, 15 pt
- 6 H4: Archivo SemiCondensed ExtraBold, 10 pt, all caps

Photography

Photography brings our work to life, and the images we choose are an important opportunity to create a consistent and distinct impression of our personality. Investing in our own library of well-shot photography will help create a consistent impression, if possible.

- Look for opportunities to bring in a professional to capture our work in action
- Always ask permission and include names of clients being featured; compensate when possible
- Avoid use of stock wherever possible

OUR PERSONALITY: Collective / Resolute / Resourceful / Sincere / Warm

Sample images

Below are examples of the quality of bright, colorful, and carefully cropped photos that we strive for.



Photo tips

Composition

- Images should have a clear, central focus
- Avoid photos with cluttered and/or unattractive backgrounds
- Aim for clean (i.e. less busy) backgrounds
- Take the time to clear away any extraneous items from the area in focus

People

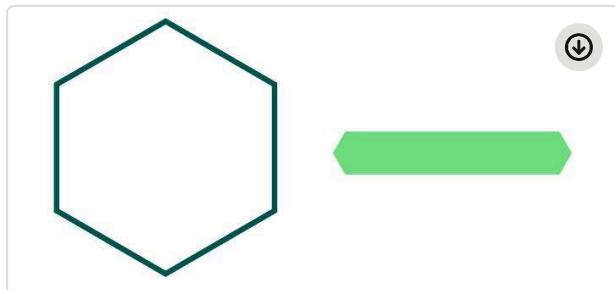
- Use photos that represent the diversity of our community
- Subjects should appear engaged
- Photos should feel natural, warm, and spontaneous, rather than awkwardly posed or artificial; avoid formal portrait-like shots
- Show environmental context or setting, if possible

Technical

- Shoot in the highest resolution the camera supports
- Utilize bright, natural light, rather than a flash, whenever possible

Graphic elements

Creative use of graphic elements lends depth and consistency to our materials and helps our brand be easily recognizable and unique.



Logo-derived hexagons as frames for photos or text

(Hex Outlines + Hex Shapes)



Keys or crops of keys

(Key Row + KeyTops)



Key pattern

DOWNLOAD ASSETS HERE:

| | |
|---|--|
|  KeysToChange_HexOutlines.zip 108 KB - zip |  KeysToChange_HexShapes.zip 84 KB - zip |
|  KeysToChange_KeyAlone.zip 38 KB - zip |  KeysToChange_KeyRow.zip 388 KB - zip |
|  KeysToChange_KeyPattern.zip 990 KB - zip |  KeysToChange_KeyTops.zip 101 KB - zip |

DOWNLOAD ADOBE ILLUSTRATOR DESIGN FILE (.AI)

| |
|--|
|  KeysToChange_Assets.ai 710 KB - ai |
|--|

Examples in use



Stationery

Use branded stationery for all communications.



Letterhead template

Download our letterhead template in Microsoft Word here:



KeysToChange_Letterhead.docx

249 KB - docx

Stationery design files

Download our InDesign files—for designers or professional printing.

- Letterhead
- #10 Envelope
- Business cards



KeysToChange_StationeryFolder.zip

3 MB - zip

PowerPoint

Use our branded PowerPoint template whenever possible.



Download file:

 Make sure you have our branded fonts installed, before using this template.



KeysToChange_PPT.pptx
728 KB - pptx

Social Media

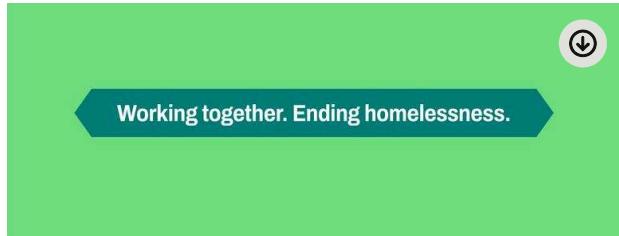
Profile image

Use our symbol alone as is for our social media identifier.



Cover art

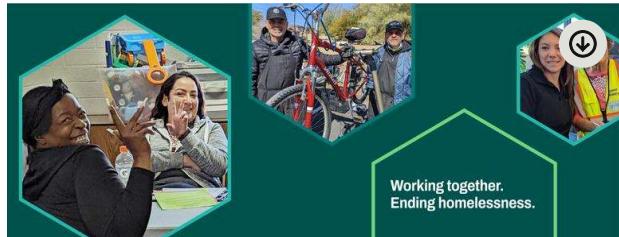
Social media cover images are high-visibility. Use the approved artwork below and take care with following all brand guidelines and strategy when designing additional artwork in the future.



Social cover 1



Social cover 2



Social cover 3



Social cover 4

Download files:



[KeysToChange_Social_CoverArt.zip](#)

4 MB - zip

Email & Enews

Email signature

Using a standard email signature helps maintain a consistent and professional look. Follow the standard signature shown below:

Firstname Lastname | Title
[gender pronouns, if comfortable]
Keys to Change | tagline here
email
Main ph #

Do not add any other images, colors or information to your email signature.

Enews template

The screenshot displays a template for an e-newsletter from 'Keys to Change'. The header features the organization's logo, which consists of three stylized keys in green and blue, followed by the text 'Keys to Change' in a bold, sans-serif font.

The main content area includes a photograph of a group of people outdoors, possibly at an event or rally. Below the photo is a placeholder text block for 'Intro story headline goes here'.

Following this is another text block with placeholder Latin text. Below it is a section titled 'Story two headline goes here' with its own placeholder Latin text. To the right of this text block is a small, solid gray square placeholder for an image.

A dark teal sidebar on the right contains a section titled 'Special feature' with its own placeholder Latin text.

At the bottom of the page, there is a footer bar containing a 'CTA HERE' button and a copyright notice: '© 2023 Keys to Change. All rights reserved.'

Keys to Change's e-news template

About Key Campus & Keys to Change

Keys to Change is an organization broadly working to create and deploy solutions to end homelessness, while the **Key Campus** is a physical location in downtown Phoenix that is a collaboration between many nonprofit, private, government, and community organizations to provide direct, wrap-around services for people experiencing homelessness. **Keys to Change** operates the main resource center and "hub" of **Key Campus**.

Branding relationships and distinctions

Keys to Change and **Key Campus** are closely connected, yet unique entities.

- They have overlapping, yet distinctive communications goals, strategies, names, taglines, and logos.
- They share colors, fonts, and all other visual styles.



Brand Strategy

Our positioning statement and personality words are internal tools. Do not print or distribute them to outside audiences.

Positioning

Our positioning is the single idea we strive to establish in the minds of our target audiences. It's the first thing they should think of when they think of Key Campus. All communication materials we create—written and visual—should reinforce our positioning.

We are a holistic resource for our community, providing services and compassionate support to people experiencing homelessness.

Personality

Our personality is our tone and style—the overarching feeling we want people to associate with us. Revisit these personality attributes as you create materials. All communications should reinforce our personality.

Collective

(collaborative, community-based, responsive)

Reliable

(informed, professional, resourceful, secure)

Respectful

(candid, empathetic, gracious, honest)

Sincere

(consistent, credible, effective, solid)

Warm

(humanistic, relatable, supportive, welcoming)

Communications goals

Fundraising

- Sustain and grow credibility with key funders as an expert service provider and convener of key partnerships to renew and expand grant and program funding
- Sustain and grow relationships with individual donors and funders

Programs

- Make Keys to Change's services more visible and accessible to people experiencing homelessness
- Establish Keys to Change as the go-to collaborator on this issue

Advocacy

- Lead on systems-change conversations to address root causes of homelessness and model solutions
 - Increase visibility and familiarity with Keys to Change
 - Represent the needs and goals of Keys to Change's client community effectively to funders and the broader community
-

Communications audiences

- Clients
- Partners
- Donors and funders
- Community

Name and tagline

NAME

Our name is at the core of our organizational identity. It creates the first impression of who we are, so it's important to use it correctly and consistently in writing and speaking.

Key Campus

Our campus name provides a simple and direct connection to the organization name (while only reusing one word). It positions the campus as "one key" or approach in the overall effort to end homelessness. It also retains "Campus" directly in the event people continue to refer to the location casually in that way, and it establishes an easy naming convention for other potential locations (e.g., Key Campus Glendale, Key Campus Flagstaff, etc.).



- Always use our full name in writing and speaking; do not use KC or any other abbreviations or acronyms.

- Always capitalize the words in our name consistently ("K" / "C").

TAGLINE

Our tagline is a short, memorable line that introduces our organization. See the Visual Identity section of this guide for examples of how to use our tagline in your designs.

Unlocking the way home.

Our tagline is short and simple, offering a direct play on the idea of a key unlocking things and related associations. It tactfully suggests that the campus itself is not home, but rather we help folks find their way home. The tagline also connects with the phrase "the way home" that Mike McQuaid would use when discussing the organization and its services.

Logo

Our logo is the foundation of our visual identity and should be featured prominently and consistently on all of our materials.



Primary Key Campus logo

Key Campus

Transition logo

Use the transition logos with “Formerly Human Services Campus” in all communications throughout 2024 and until you’re confident the new name is sticking with all audience tiers.



Transition logo

Logo variations

COLOR VARIATIONS

Our logo comes in three different color options—full color, reversed, single color (green), and white.



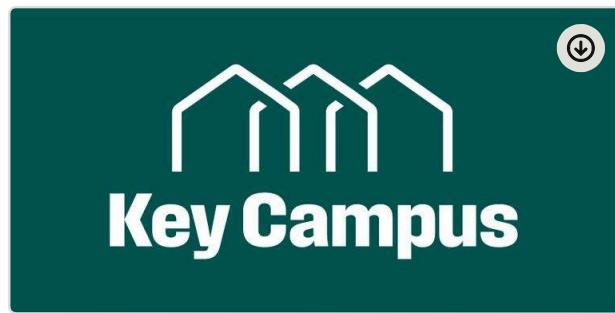
Full color logo

Use our full color, primary logo wherever possible.



Reversed logo (shown on green background)

Use the reversed version of the logo on top of color backgrounds or a dark area of a photograph, as long as there is sufficient contrast that the logo can be easily read.



White/knockout logo (shown on green background)

Use the white (knockout) version of the logo when you want the background color to appear underneath. Only use the white logo with dark, solid-color backgrounds.



Single color (green) logo

Our green logo is for limited use – when a single color is required.



Black + white logo

Black logo is only for use in black and white printing. Do not use onscreen.

LOGO WITH TAGLINE

These versions of our logo have our tagline locked up underneath.



Full color logo + tagline



Reversed logo + tagline (shown on green background)



White/knockout logo + tagline (shown on green background)



Single color (green) logo + tagline



KeysCampus_Logo_black+tagline

Logo downloads

The attachments below include all of the logo versions seen above—full color, knockout, and black—saved in a variety of file formats and colorspaces, suitable for digital and print contexts.

- Use **RGB (screen)** logo files for on-screen use and with desktop printing
- Use **CMYK (print)** for professionally printed materials—work with your print vendor to achieve the best, most vibrant results in CMYK

| | |
|---|---|
|  KeyCampus LOGOS_SCREEN_RGB.zip 885 KB - zip |  KeyCampus LOGOS_PRINT_CMYK.zip 4 MB - zip |
|  KeyCampus_Transition Logos.zip 1 MB - zip | |

Logo use

Consistent use of logo alignment, spacing, and size helps solidify our brand.

Clear space

For optimal legibility and impact, the logo should always be set apart from other design elements.



The minimum amount of space between our logo and other elements should be at least equal to the height of the "K" from our logo.



Never crowd our logo with text or other elements.

Minimum size

Our logo should always appear large enough to be easily read. Please follow the recommended minimum sizes.



Print minimum

1 inch wide

Digital minimum

70 pixels

Logo misuse

DO'S & DONT'S

The examples below illustrate ways that our logo might be misused and therefore dilute the strength of our brand. Always reproduce the logo using the designated digital files and do not modify or alter them in any way.



Do not stretch the logo or scale it disproportionately



Do not rotate the logo



Never change the logo's colors



Do not drop shadows or other special effects



Do not alter the relative proportions of our logo



Do not place the logo on top of photos that are busy or lacking sufficient contrast



Do not rearrange elements in our logo



Do not place our logo on a background without sufficient contrast

Tagline in use

Our tagline is an important brand identity element and can be featured as a graphic element. Our tagline should be set in our brand font (Archivo SemiCondensed Bold) and in one line.



- Our logo and tagline are not locked up together as a unit; we use them as separate visual elements.
- Ensure that our logo is seen in proximity to our tagline.
- Style our tagline consistently with a period.

Examples

Below are examples of our tagline in use.



Graphic elements

Creative use of graphic elements lends depth and consistency to our materials and helps our brand be easily recognizable and unique.



Brand in use

Below are some of examples of our brand in application.



Campus signage



Campus T-Shirt