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## Contents

## Introduction

### **BRAND CORE** 05

Symbol	06
Wordmark	08
Primary Logo Lockup	09
Secondary Logo Lockup	10
Incorrect Logo Usage	14
Primary Values	16
Secondary Values	17
Logo on Color & Production	18
Logo and Photography	20
System Typefaces	22
Basic Type Hierarchy	24
System Tiles	26
Icon Set	28
Brand Patterns	30

### **DEPLOYMENT** 32

Social Media Avatars	34
Favicon	36

### **STATIONERY** 38

Business Card	40
Letterhead	41

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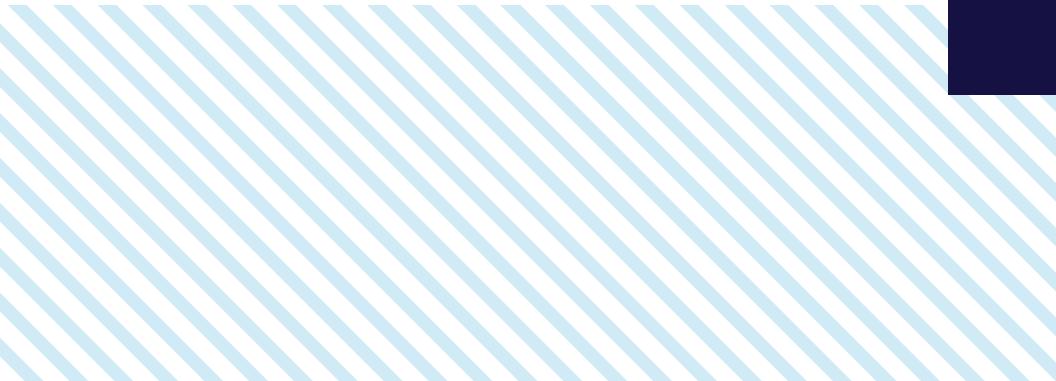
## **Introduction**

Every brand has a specific visual identity built for them, each element of communication from digital to print media contributes to the overall impression people have of the brand.

The Bridges to Prosperity Standards Manual was specifically built to maintain a proper and structured voice whenever on display.

Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic.

Upholding these standards will further define who Bridges to Prosperity is and a unified sense of what it does.



1



# Brand Core

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## Symbol

The Bridges to Prosperity brand symbol portrays a bridge over a interpretive landscape — it emotes strength and honesty, portraying our mission in an unique method.

The symbol has been designed to provide a memorable shorthand to represent Bridges to Prosperity in all forms of communication.

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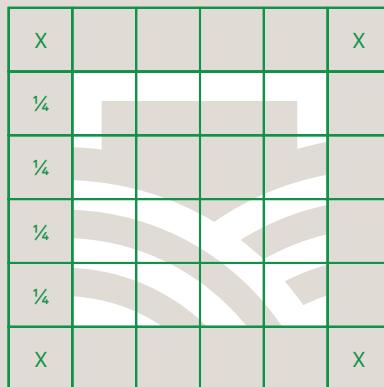


## Clear Space

To keep Bridges to Prosperity's visual Identity strength and prominence a free clear space should be kept around the symbol at all times. 1/4 of the symbols width and height, or X, is kept around the mark at all times.

## Minimum Size

The symbol must not scale too small for legibility issues can rise in the landscape that is digital and print media. Never let the Bridges to Prosperity symbol drop below a .25x.25" print, or 40x40px digital, scale.



Height = .25"  
Width = .25"



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## Wordmark

The wordmark is an approachable, legible, and simple presence. Not meant to overshadow the symbol but to support and balance. This primary communication point is a necessary cornerstone, it must be treated with respect at all times in print and digital media.

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# Bridges to Prosperity

# Bridges to Prosperity



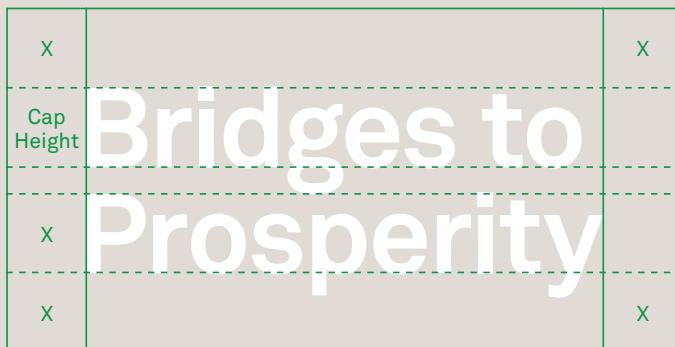
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## Clear Space

Like the symbol, the wordmark must maintain a free space rule to insure its visual prominence when surround by other graphic elements. The typographic capital height, or X, should be padded around the wordmark whenever placed.

## Minimum Size

Even more important is the legibility of the Wordmark, never allow for the typographic characters to drop below .25x.65" or 20x50px scales.



Height = .25"  
Width = .65"

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# Bridges to Prosperity

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## Primary Logo Lockup

The Symbol and Wordmark's primary lockup is not a suggested layout, it has been designed specifically for balance and legibility — to carry the presence and prominence of the core values at all times.

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## Secondary Logo Lockup

The secondary lockup has been built for the opportunities where the Bridges to Prosperity name can be placed in-line. Due to the length of the organization's typographic name there are not many outlets where its full name can reside side by side — use your better judgment, if the lockup will be used in large formats then you are safe, but small can cause illegibility.

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## Incorrect Logo Usage

1. Do not stretch or distort the logo.
2. Do not use bounding shapes.
3. Do not outline the logo.
4. Do not use drop shadows.
5. Do not use effects like pucker & bloat.
6. Do not change the wordmark type.



- 
7. Do not use gradients or unapproved colors.
  8. Do not change the lockup position.
  9. Do not change the identities perspective.
  10. Do not use transparencies.
  11. Do not change the proportions.
  12. Do not crop photos in the designs.
- 

7.



**Bridges to Prosperity**

10.



**Bridges to Prosperity**

8.



**Bridges to Prosperity**

11.



**Bridges to Prosperity**

9.



**Bridges to Prosperity**

12.



**Bridges to Prosperity**

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## Incorrect Logo Usage

13.



14.



- 
13. Do not place the logo on backgrounds with poor contrast.
  14. Do not place the logo on complex imagery.
  15. Do not crop / bleed the logo on any canvas.
  16. Do not watermark the identity.

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15.



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16.



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## Primary Values

### Renewal Green

HEX	#009149	The color of life, renewal, nature, and energy.
RGB	0 145 73	
CMYK	86 18 98 4	
PANTONE	355 Coated	
PANTONE	2423 Uncoated	It symbolizes growth, harmony, freshness, and safety.

### Hope Blue

HEX	#161345	The color of stability.
RGB	22 19 69	
CMYK	100 99 37 47	
PANTONE	2756 Coated	
PANTONE	280 Uncoated	It symbolizes trust, loyalty, and intelligence.



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## Secondary Values

### Summer Orange

HEX	#EA7149	The color of life, renewal, nature, and energy.
RGB	234 113 73	
CMYK	4 69 77 0	
PANTONE	2024 Coated	
PANTONE	165 Uncoated	

### Sky Blue

HEX	#66C3E3	The color of peace.
RGB	102 195 227	
CMYK	55 4 6 0	
PANTONE	2915 Coated	
PANTONE	291 Uncoated	

### Warm Gray

HEX	#D6D1CA	The color of balance
RGB	214 209 202	
CMYK	15 14 17 0	
PANTONE	Warm Gray 1C	
PANTONE	Warm Gray 1C	

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## Logo Use with Color & Other Print Production

Use the logo within the Primary Palette options above all other colors. When using the logo on a background color default to reversing everything to white. However, when placed on the brand blue or a dark colored canvas background, you can duel the symbol in green with the type in white.

Note: no other color combinations are acceptable in the B2P system.

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Bridges to  
Prosperity



Bridges to  
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Bridges to  
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Prosperity

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## Limited Color Production

When dealing with limited production abilities default to placing the logo in black on a light backdrop, and white on a dark backdrop.

## Production Methods

The logo may also be produced using high end materials. Including gold, silver foils, and Embossing / Debossing.

This will provide an elegant emotion, use these for special applications and promos.



**Bridges to  
Prosperity**



**Bridges to  
Prosperity**



**Bridges to  
Prosperity**



**Bridges to  
Prosperity**

Gold Foil



**Bridges to  
Prosperity**

Silver Foil



**Bridges to  
Prosperity**

Blind Emboss / Deboss

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## Logo Use with Imagery

Imagery is in the same vein as color backgrounds. If the photograph warrants it always place it in the brand Primary Palette. However, if it is placed in a low contrast section default to white for legibility purposes.

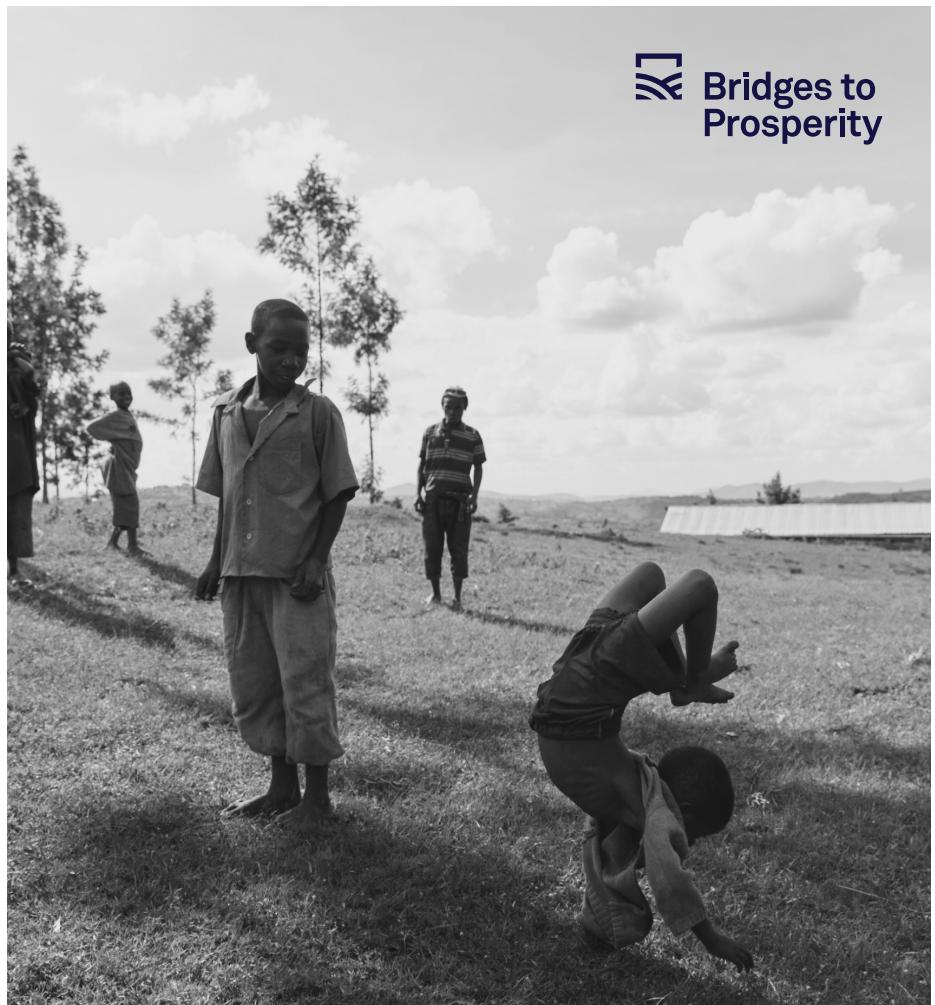
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When limited color production is the only option use the black symbol over the white if the contrast and photograph will warrant it.

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## **Headline Typeface**

### **Akkurat Pro Bold**

Akkurat Pro is a modern sans serif typeface that offers legibility from small to large scales. With an array of weights and styles the Bridges to Prosperity system utilizes the Bold face for all headline purposes.

---

# **Akkurat Pro Bold**

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**—!@#\$%^&\*()**

A headline is a loose term when dealing with the more expressive portions of the system. Using the bold weight of Akkurat can play well in tagline scenarios.

Use this face & weight in both professional system and promotional scenarios.



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### **Sub Headline Typeface**

#### **Sentinel Book**

Sentinel is a contrast to the selection of Akkurat Pro, while one is rigid, Sentinel utilizes organic curves and elegant stroke structure to bring a brighter voice to the system.

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# **Sentinel Book**

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

—!@#\$%^&\*()

In structured scenarios Sentinel is reserved for Sub Headline structures. In the expressive system it can be used for long format taglines.

Use this face & weight in both professional system and promotional scenarios.

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**Body Typeface**  
**Akkurat Pro Regular**

Akkurat Pro Regular is the systems third primary typeface selection. This is the ‘workhorse’ option for the full brand system. It will be used in big and small applications on promotional and primary communications in the professional and promotional presence.

---

Akkurat Pro Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
—!@#\$%^&\*()

It can be used in simple instances of the Bridges to Prosperity website, the primary face on business cards, letterheads, and emails. While when necessary can be used to display messages on posters and billboards.

Use this face & weight above all others in both professional system and promotional scenarios.



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## Base Hierarchy

Basic Hierarchy will help understand the close relationship these three typefaces share with one another and how they can interchange in the more expressive system.

The base hierarchy shares a consistent font size selection. Everything is 1:1 ratio, if the headline is 10pt, so are the sub heads and body copy.

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### **Headline (Akkurat Pro Bold, 10 pt Weight)**

Subhead goes here (Sentinel Book, 10pt Weight)

Body Copy (Akkurat Pro Regular, 10 pt Weight/14 pt Leading) Dem ant omnima explautem niet re sinihic ipsunt, sitis consequat. Ediciendi tem endam consed miliam aut que di odis ea doles si arum rehento eosensis adit remquam, sed que et a plaute eum rerore, optatem quo estrupt uremperi debitis deriandit as voluptas sitat parum dit, odi blabor sequisimint fugit et laccus re lit doluptur?

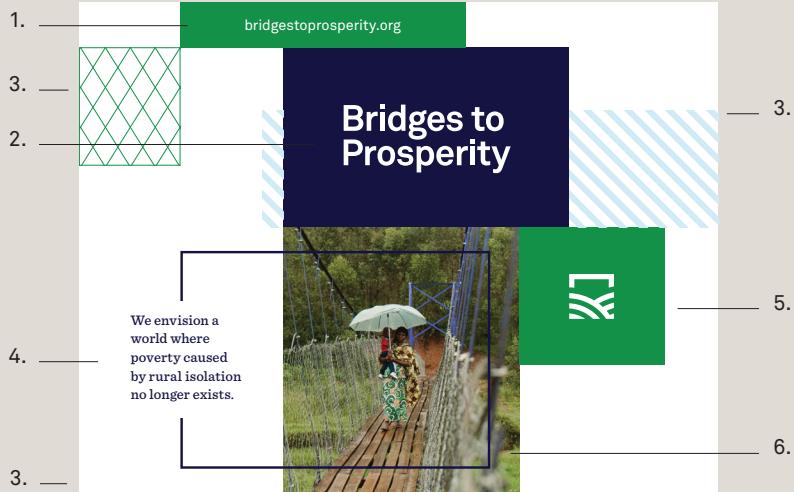
Ignis doluptaest ea ped es dis molestet autateseque comnimi, susam est pla quod que velitia ndelluptatur apero estionsequae volut precusaOdit ra si destibuste dunt, sintore repudae es etur repro te ped mod maxim facepedit aceriosa iustissima volent.

The body copy does have a leading rule when set in long formats. It is defined by % (75%), or to the nearest tenth, of the type size. Therefore, if the weight is 10pt then the leading is 14pt.

## Modular Tiling System

## Elements for Arrangement

1. Website
2. Logo with or without the symbol
3. Supporting Pattern
4. Long Tagline / Long Statement
5. Symbol (if Lockups aren't used)
6. Photography



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This is a highly expressive and organic piece of the Bridges to Prosperity identity. Its rules are loose and mostly up for interpretation. There are six primary elements —while all do not need to be present, they all can. They can build entire ad campaigns, or be a

supporting system on business cards. Never allow two blocks of the same color and content to touch — keep it light and approachable.



## Icon set

These icons are used to communicate themes related to the Bridges to Prosperity mission in a simple manner. All icons exist in two different weights: Light, for larger scale applications and Heavy, for use at smaller scales.



BRIDGE



MONEY



PEOPLE



EMPLOYMENT



MARKET



RIVER



DONATIONS



HARVEST



PERCENT



ARROWS



TIME



FIRST AID



SOCIAL NETWORK



GOVERNMENT SERVICES



CLIMATE CHANGE RESILIENCE



MOTHER



WOMAN



HOUSEHOLD



EDUCATION



SAFETY





BRIDGE



MONEY



PEOPLE



EMPLOYMENT



MARKET



RIVER



DONATIONS



HARVEST



PERCENT



ARROWS



TIME



FIRST AID



SOCIAL NETWORK



GOVERNMENT SERVICES



CLIMATE CHANGE RESILIENCE



MOTHER



WOMAN



HOUSEHOLD



EDUCATION



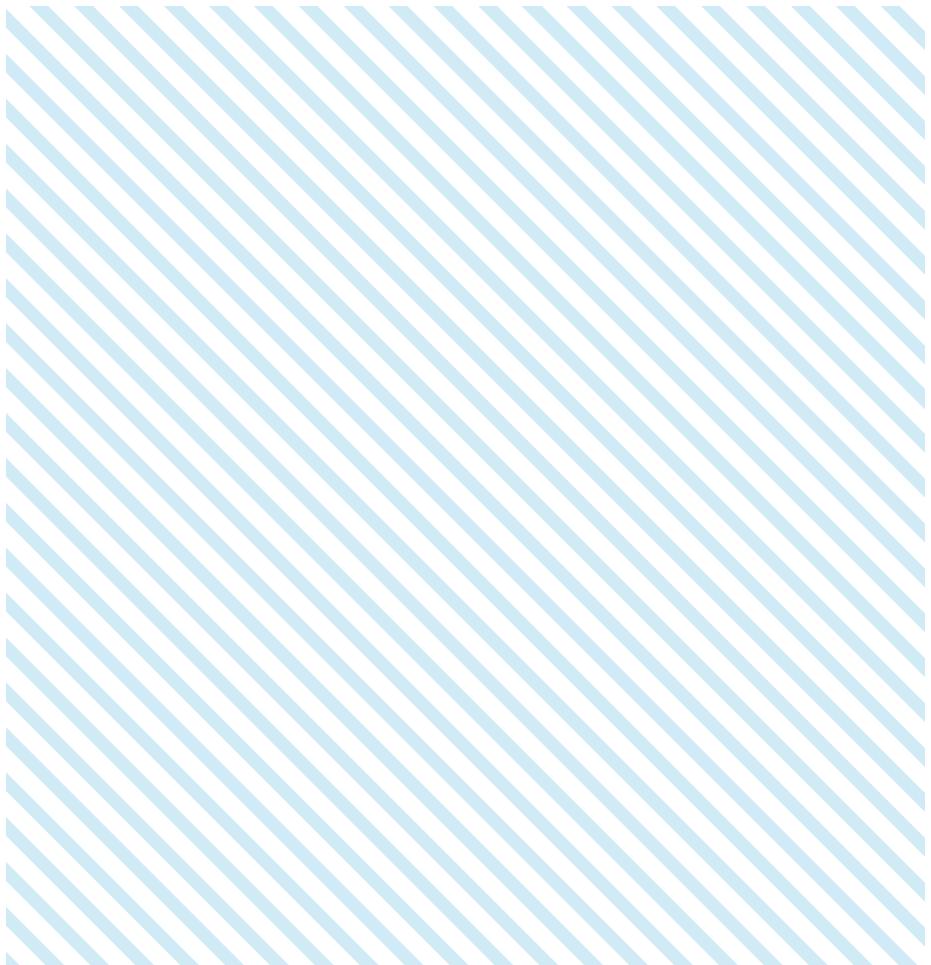
SAFETY

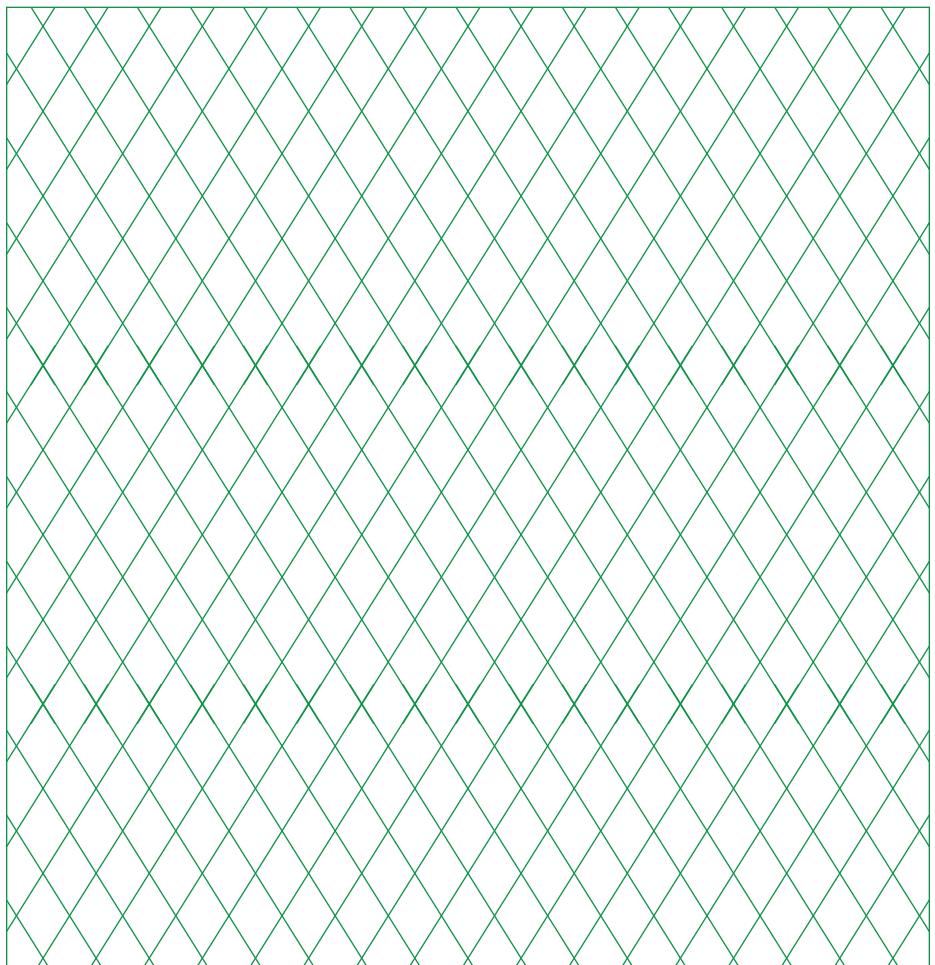
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## Brand Patterns

These patterns are available for use as secondary design elements on any Bridges to Property collateral or application.

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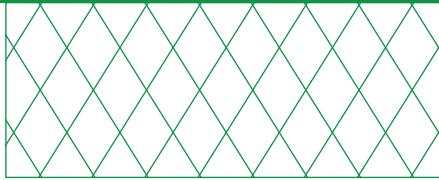








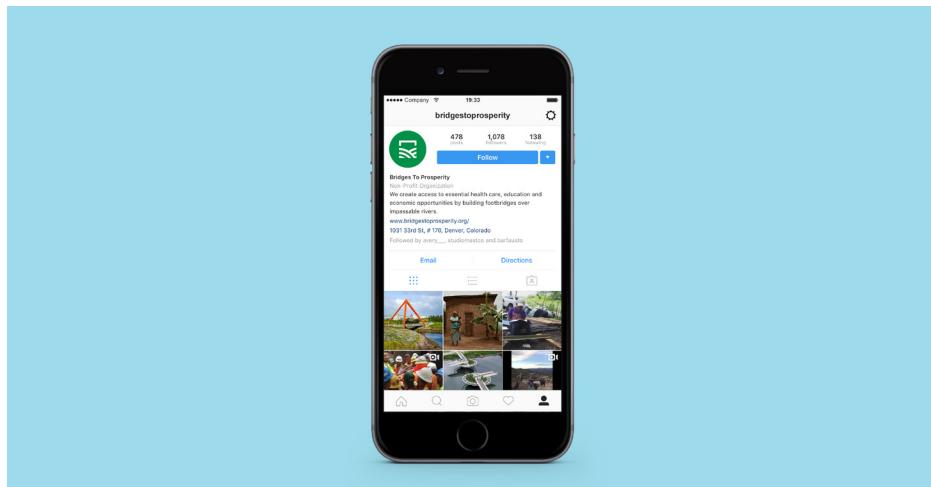
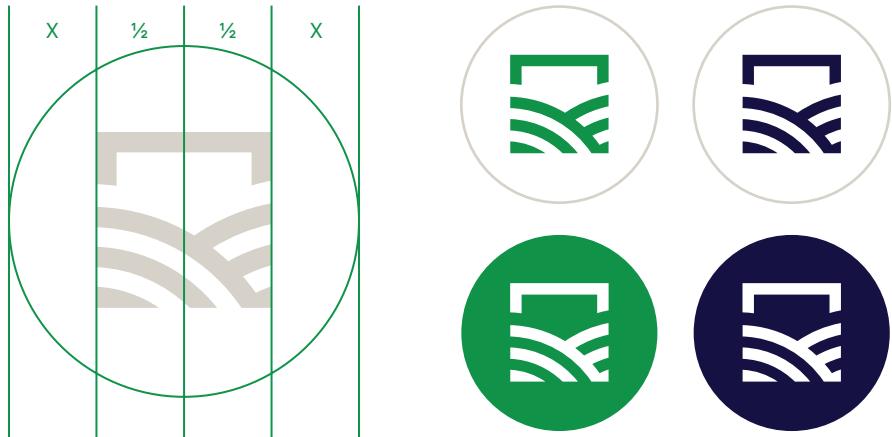
# Deployment



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## Social Media Avatars

Similar to the free space rules of the symbol, social media avatars must maintain a visual presence and legibility to accommodate varying screen sizes.



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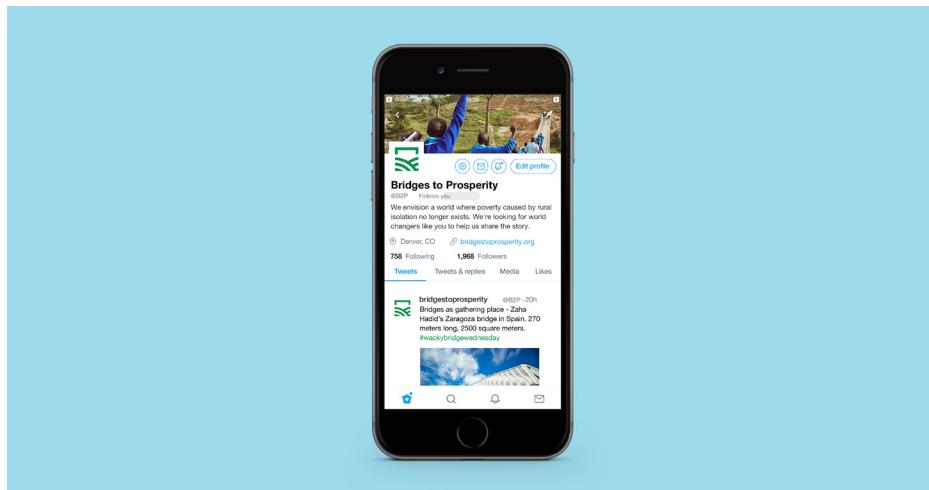
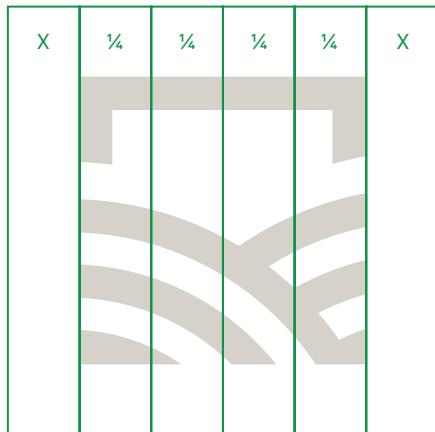
If you are dealing with a rounded avatar structure, give the symbol 1/2 its width, or X, from the left and right.

Always center the symbol within a circle avatar on every social frame and use brand approved colors or backgrounds.

The square avatar scenarios are based on the free space of the symbol or 1/4 the symbols width and height.

Always center the symbol within a square frame and use brand approved colors or backgrounds.

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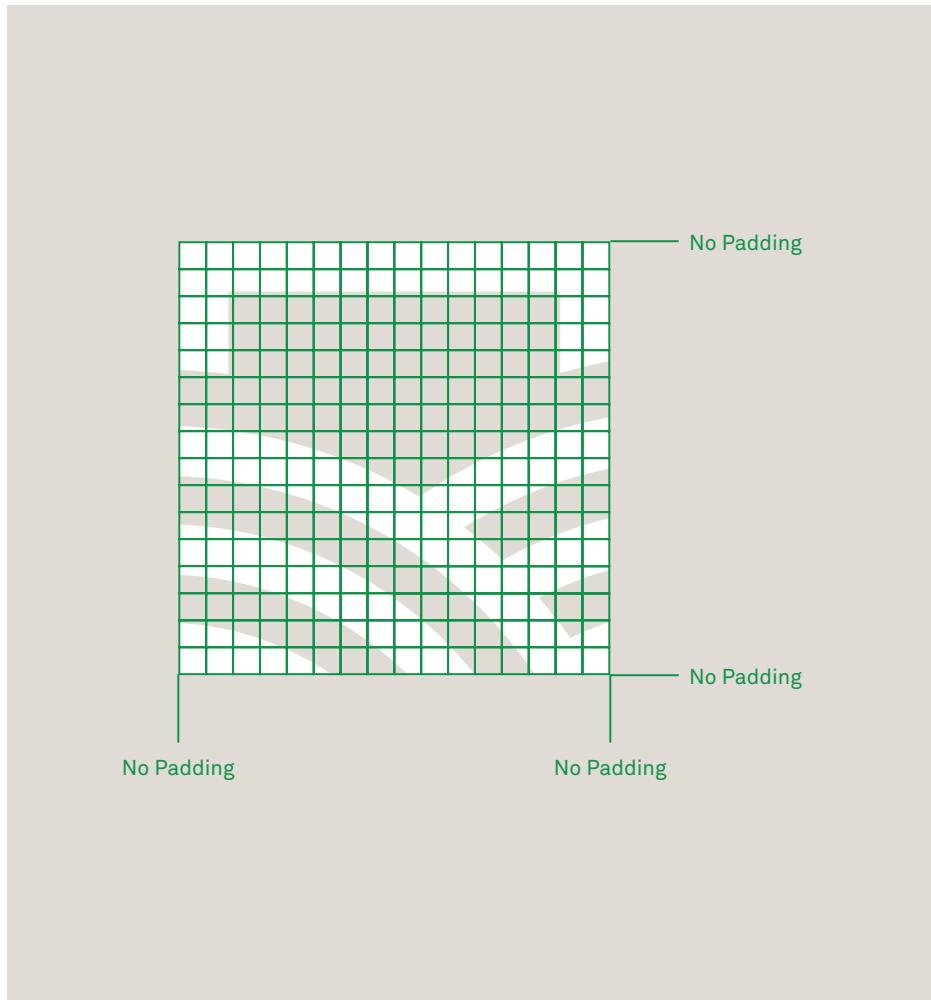


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## Favicon

The favicon is known as a shortcut icon. It is most commonly displayed at 16 x 16 pixels in the web browser's address bar, or next to the page's title on a tab.

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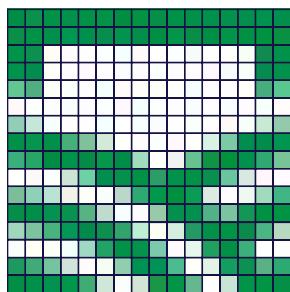


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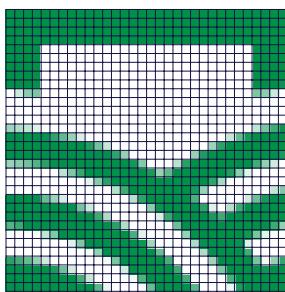
A special version of the Bridges to Prosperity symbol has been created based on a 16x16 pixel grid, as well as a 32x32 pixel grid for hi-res and retina scenarios.

Always use the supplied artwork for the favicon graphic.

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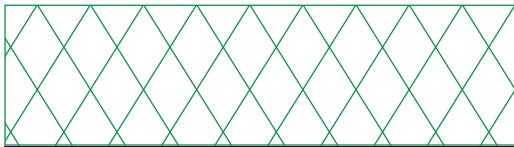
16 x 16px



32 x 32px

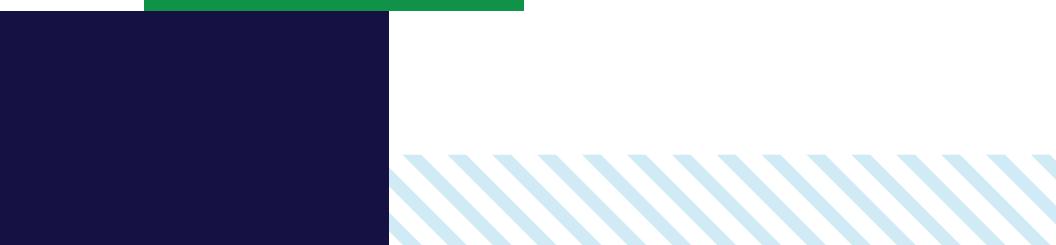


# 3



**Stationery**





## Business Cards

The business card is both a rigid structure and an expressive structure, bringing the brand voice forward to create a strong and memorable touch-point.

## Technical Specifications

3.5 x 2"

100lb Cover or Heavier Stock

Contact & Technical Info:

Akkurat Pro

Regular, 7.5pt



## Letterhead

The letterhead is on the more rigid side with a predefined modular tile system and underlying grid usage. This rigidity will unify the stationery system across the board whenever sending basic print communication.

## Technical Specifications

8.5 x 11"

80lb Text or Similar Stock

Contact & Body:

Akkurat Pro

Regular, 10pt

