



BRAND GUIDELINES

SPOKES' LOGO USAGE

Rules



Full Color

The full color logo should be used as often as possible to build a strong brand identity.



Black

Use this version of the logo when it is represented at very small size (under .25"). Whenever possible, please defer to the other options. If used in a very small format, use the version without the tagline.



Grayscale

Use this logo when printing in black and white—for example, in a newspaper publication.



Full Color Reversed

If the logo is to be overlayed on a dark/photo background, the full color reversed version of the logo should be used in most cases.



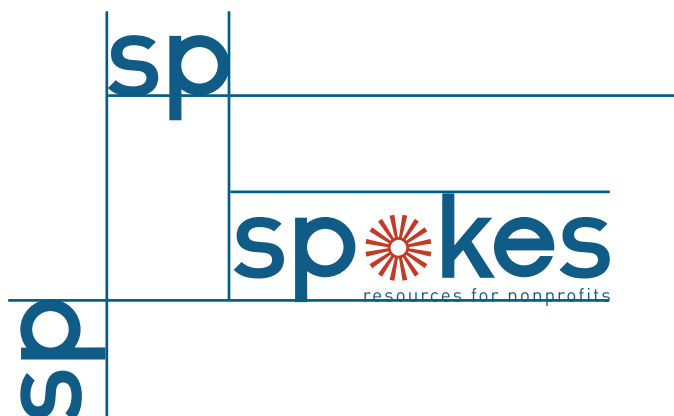
White Reversed

If the logo is to be overlayed on a dark/photo background, the white version of the logo could be used when competing with the red square.

SPOKES' LOGO USAGE

Rules

spokes I .25"



Minimum Size

The logo should always be clearly legible and should never be smaller than a quarter inch (.25").

Clear Space

When placing the logo within artwork, please maintain a padding of clear space around the logo of the width of the "sp" all the way around the logo. In other words, no image or other text should extend into this padding area.

SPOKES' LOGO USAGE

Rules

Background Usage

Sometimes the logo will be placed over images or visually complex backgrounds. Always make sure the logo can be easily seen. The full color logo is preferred, but the white logo is acceptable if it can be easily seen. The left column shows unacceptable logo usage, which the right column shows how to correct it. When the logo is placed over a photo, on a color background, or on a pattern background, it must be white when the background is darker and full color when the background is very light.



SPOKES' TYPOGRAPHY

The brand typography must also speak to the Verdin personality and values. The primary typeface is Arial. This typeface dependable and straightforward. Bookman Old Style, on the other hand, is a friendly, approachable and classic typeface. Its sophisticated appearance compliments the bold presence of Interstate. As with our logo, consistent use of the brand typefaces reinforces Spokes' overall brand identity and personality. The logo font is DIN and is only to be used on the logo and not throughout collateral.

A large, bold, black letter 'S' rendered in the Arial typeface. The letter is clean and modern, with uniform stroke thickness and no serifs.

Arial

SANS SERIF

This typeface should be used as the primary font within any collateral or marketing materials. Its bold simplicity compliments the delicate elements of the serif font, Bookman Old Style. It is easy to read and has a multitude of font styles for variety.

All styles are acceptable, but please use Regular, sentence case for body copy.

A large, bold, black letter 'S' rendered in the Bookman Old Style typeface. The letter has a classic, slightly decorative feel with subtle variations in stroke thickness and a small serif at the bottom.

Bookman Old Style

SERIF:

This typeface should be used more sparingly than Arial. Depending on the application, it may be considered an accent font to provide more variety and depth in design. It is classic and sophisticated.

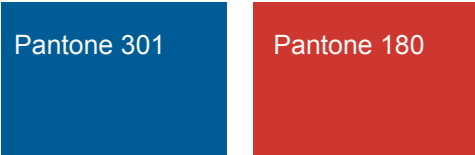
All styles are acceptable, but not for use on body copy.

SPOKES' COLOR PALETTE

The Spokes' color palette is simple, bold and eye-catching. The neutral grays are timeless, professional, classic and elegant. The small bursts of vibrant red are energizing, powerful and demanding. Please note, when designing, red can only be used in the logo and in one other location on a call to action item. The blue is calming and invites trust and compliments the bold red.

Here are the color breakdowns for each production format. CMYK colors are used for any basic printed materials (flyers, brochures, documents, etc). RGB colors are used for any digital materials (social media, e-newsletters, website, TV advertisements, etc). Pantone colors are only used for promotional idem printing when full color printing is not an option,

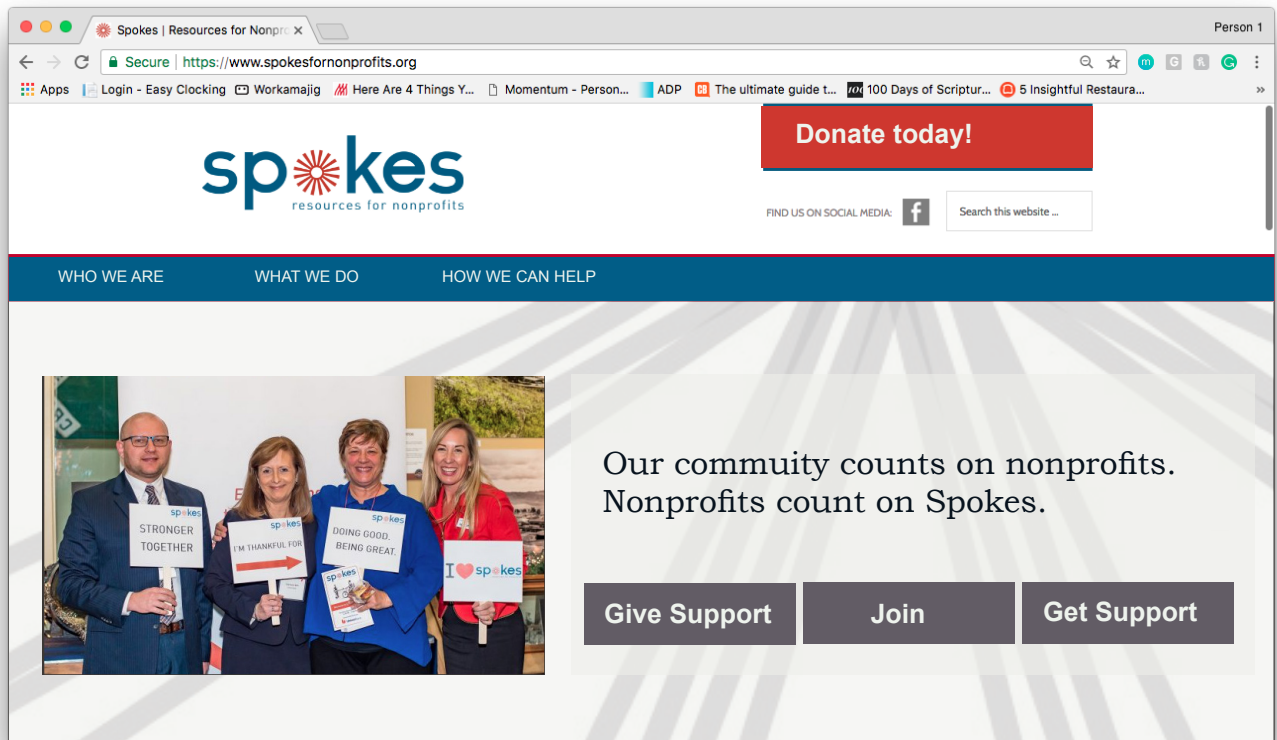
Pantone Colors



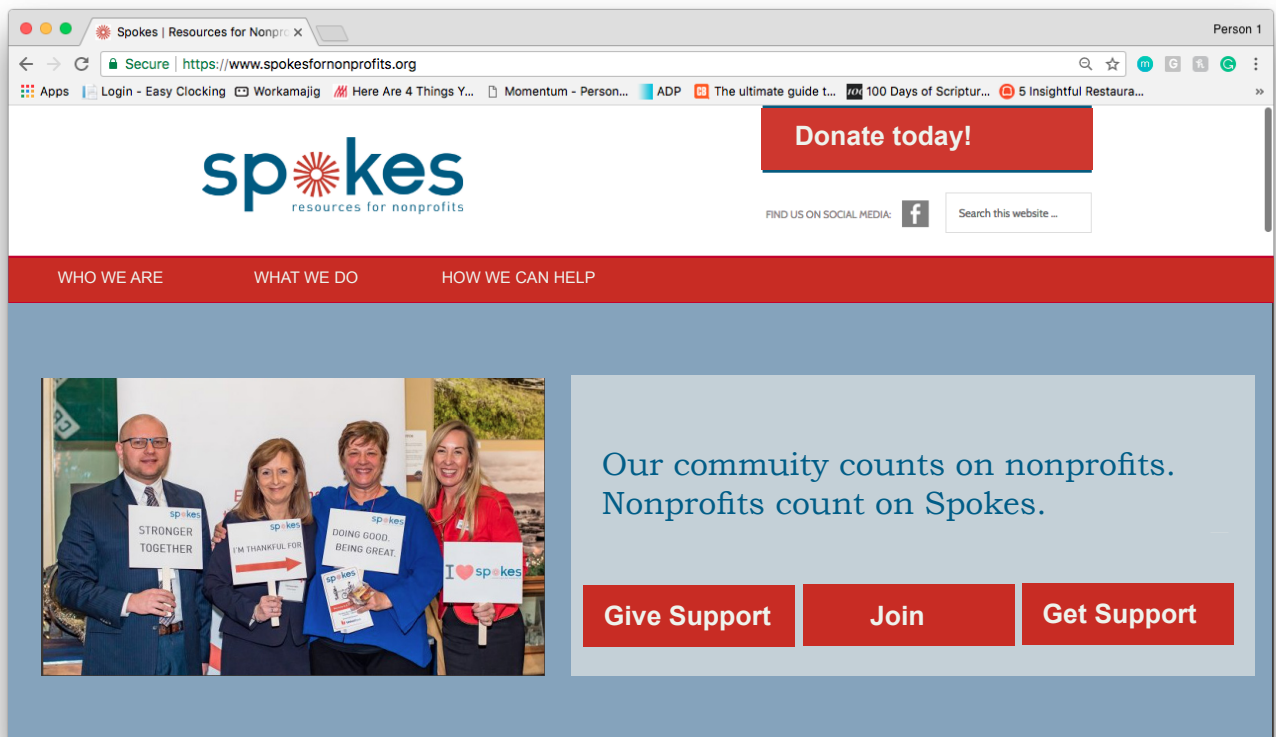
Full Color Palette

C 95	C 12	C 61	C 84	C 47	C 44	C 5	C 2
M 62	M 95	M 58	M 73	M 25	M 38	M 3	M 1
Y 27	Y 100	Y 47	Y 59	Y 13	Y 30	Y 6	Y 3
K 8	K 8	K 22	K 76	K 4	K 1	K 0	K 0
R 1	R 199	R 98	R 8	R 132	R 150	R 238	R 248
G 93	G 47	G 92	G 19	G 162	G 147	G 239	G 248
B 135	B 37	B 101	B 30	B 187	B 157	B 234	B 244

Example of acceptable uses of color palette



Example of unacceptable uses of color palette



SPOKES' TONE OF VOICE

Messaging is key in communicating the Verdin brand and personality to the public. It's important to maintain a consistent and accurate voice to ensure a strong brand.

The goal when crafting this message is to:

Evoke the voice of someone:

Inclusive, encouraging, warm, professional, expert, welcoming, empathetic, energetic

Avoid the voice of someone

Sarcastic, demeaning, contradictory, apathetic, punny

SPOKES' IMAGERY

To keep true to the Spokes brand, all photography used must be organic, not overproduced and candid. The focus of all photos should be on relationships and a supportive community.

Examples of acceptable images

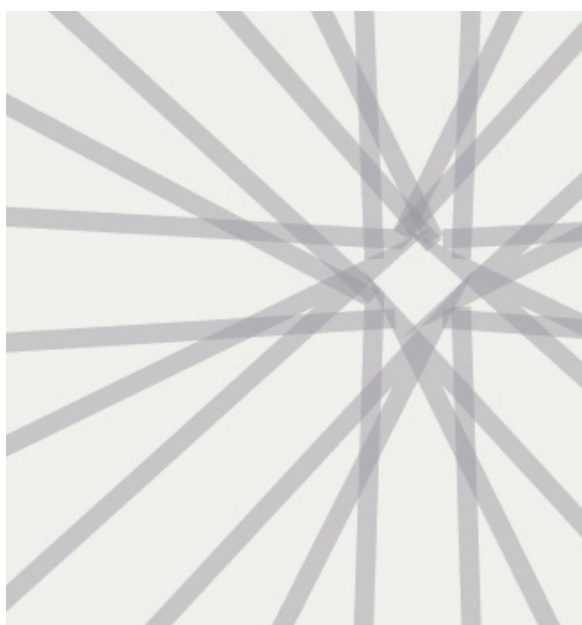
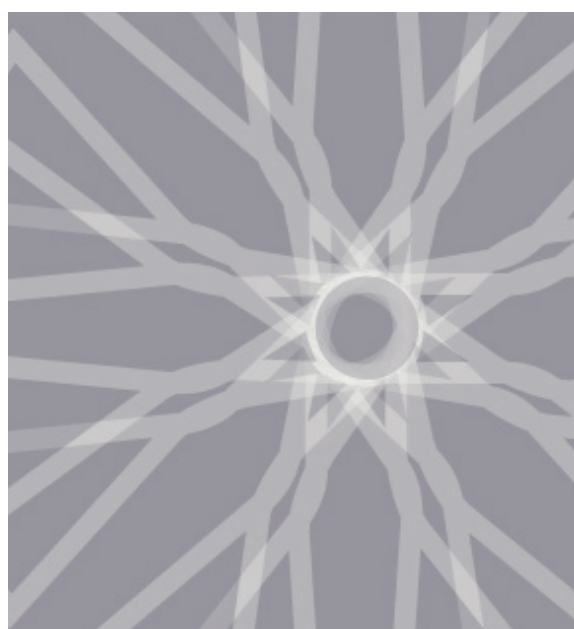
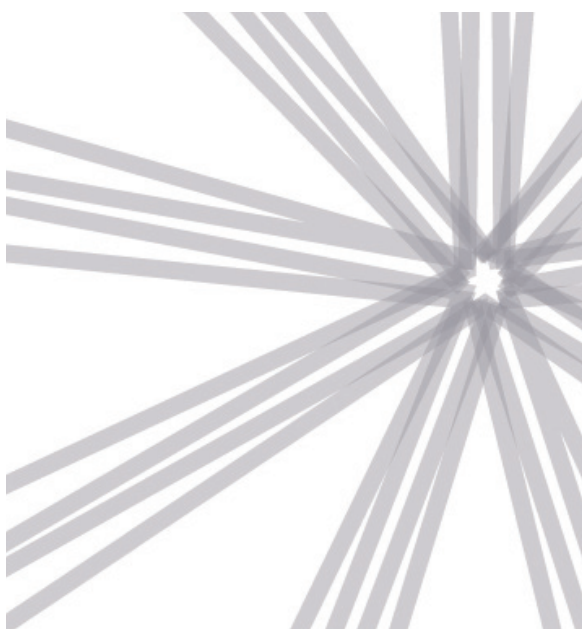


Example of unacceptable image



SPOKES' GRAPHIC ELEMENTS

The below background textures are true to the Spokes name, as they celebrate a variety of different spokes patterns. They also can illicit the idea of sunbeams, which is a play on Spokes shining light on best practices for the nonprofit community. They are to be used in the neutral colors of the color palette to compliment photos and typography in appropriate Spokes marketing materials.



Examples of acceptable pattern uses



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Join us for

Happy Hub Hour

Tuesday, March 6
5 - 7 PM

Join us for a night of mingling, sharing and
support with other nonprofit community members

Examples of unacceptable pattern uses



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