



COMMUNICATIONS STYLE/FORMATting

I. Goals, Voice and Audience

- A. **Goals:** Inform, entertain, inspire, connect
- B. **Our voice:** informative, welcoming, light, friendly, casual
- C. **Audience:** young professionals, business owners, older and tenured professionals, students, supporters. Ages 18 - 65+.

II. Colors

- A. Always maintain identical colors when choosing font/styling. The primary colors of our branding are:
 - 1. **#F6BD32**
 - 2. **#25466A**
- B. If in need of an additional color, you should use:
 - 1. **#660066**
 - 2. **#D3D3D3**
 - 3. **#ADD8E6**
- C. If in need of variation, use shades of the primary colors.

III. Fonts

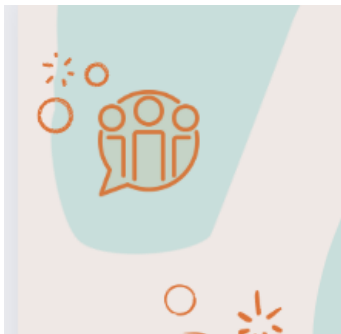
- A. Our official font is Gotham Bold.
- B. If unavailable, use Montserrat Classic and **Bold** it.
- C. If Montserrat Classic is unavailable, use Montserrat.

IV. Logos

- A. We have variations of our logo to be used for various purposes. For easy download, click the links next to each logo to find them in our Shared Drive.
- B. For informal and/or social media posts, the logo's colors can be modified to aesthetically suit the graphic. For promotional purposes, the logo should be kept as is.
 - 1. Examples:



a)



- C. For printed materials**, please use the logos within [the Vector File folder](#).
- D. *Logo 1: Simple graphic, without text.*** Best used for additional branding when our title is listed elsewhere.



- E. [Logo 2: Simple graphic with title of org, rounded text.](#)



- F. [Logo 3: Simple graphic with title of org.](#) Best used for documents or graphics in which we have sponsorship/partnership.



**The Vermont Professionals
of Color Network**

- G. [Logo 4: Smaller graphic with title of org.](#) Best used for horizontal frames or on websites.



The Vermont Professionals of Color Network

BRANDING MATERIALS

I. Photography and Videography

- A. Unless inappropriate, photos should be taken during VT PoC events for PR, website, social media, marketing, etc. usages.
 - 1. Make sure to use the following photo release statement in each event registration form:
 - a) “By registering for this event, you are granting permission to Vermont Professionals of Color Network (VT PoC) to use photographs and/or video of you taken at this VT PoC event in publications, news releases, online, and in other communications related to the mission of VT PoC.”
- B. Each event should strive to have the following types of photos in landscape (this list can be provided to a photographer prior to an event):
 - 1. Group photos or crowd photos
 - 2. Group photo of VT PoC staff
 - 3. Candid photos with individuals
 - 4. Presenter/speaker
 - 5. VT PoC signage with people in/around it
 - 6. VT PoC staff talking with different individuals

SOCIAL MEDIA

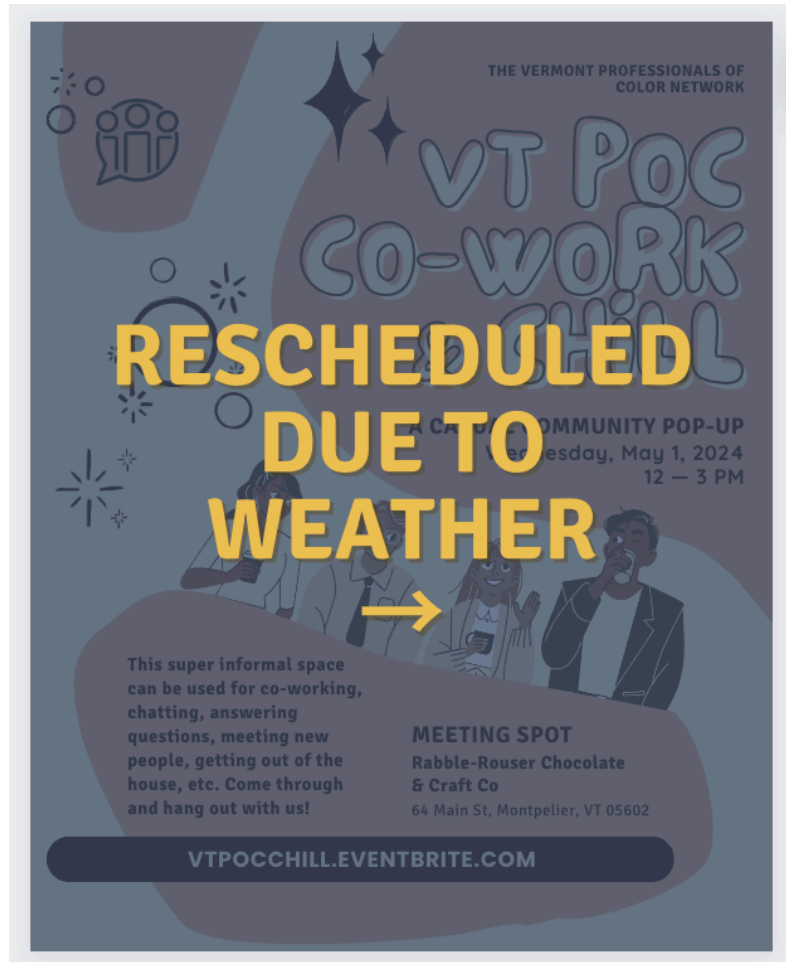
I. Graphics

- A. For events, make sure VT PoC is represented on the graphic, such as by logo or by name.



1. If an event is rescheduled, create an announcement post with an edit over the original flyer that has a semi-transparent layer colored **#25466A** on top of everything, and add the words “Rescheduled due to ____ →” before adding the updated flyer with the new date on the second slide.

a) Example:



b)

In this example, the **#25466A** layer is set to 70% transparency. The text font is Signika, **bolded**, size 94.7 pt, font color **#F6BD32**, shadow effect **#59420B**.