

# ViviendasLeón

## Brand Guidelines

### Mission Statement

Eliminate rural poverty by building self-sufficient communities.

### Colors

#### Primary Colors



#3c6e8c

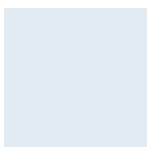


#e8ca59

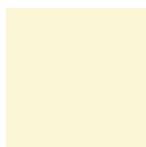


#b14935

#### Shades



#e1eaf0



#fcf4d4



#f8e2de

### Fonts

Body Copy: Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

Script Font: Homemade Apple

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

### Logo

Font: Calibri

V and L uppercase

Viviendas: Bold

León: Regular with an accent on the ó

Color: #3c6e8c

# ViviendasLeón

### Tagline

#### Sustaining and Connecting Communities

a. When talking just about development: **Not just aid, Impact**

b. When just talking about Global Ed side (e.g. to teachers); **Not just travel, Transformation**

# ViviendasLeón

## Brand Guidelines

### Language

Please use the terms in **bold** when writing about **ViviendasLeón**

General:

- When referring to our brand, use **ViviendasLeón**
- When referring to our development, use **development programs**
- When referring to the development beneficiaries, use **program participants**
- When referring to our trips, use **global education trips**
- When referring to our trip participants, use **delegations, visiting delegations**
- When referring to our Nicaraguan participants, use **participants, program participants**

Development:

- When referring to HCT, use **Human Capacity Training (HCT)** and **HCT**
- When referring to our farming, use **Family Farming, Family Farms, huertas or family farms**
- When referring to our pallet program, use **Carpentry Program**
- When referring to our arts programs, use **Arts Program**

### Video Guidelines

- Opening slide:** on ViviendasLeón in brand blue color, white background
- Closing slide:** on ViviendasLeon.org
- Music:** Nicaraguan song in background
- Title / 'Chapter' slides** = white + Arial font copy in blue
- Ideal = B-role + narration

### Images

#### Images

- Rectangles or squares with no border
- Circles with 2px border
- add screen when needed, such as for text over the photo

#### Main Image

- Where there is only a single image, ideally would be
  - US + Nicaraguan
  - Working on a development project