encircle

Brand & Style Guidelines

VERSION 0.1 - OCTOBER 2019

Introduction

A LITTLE BIT ABOUT US, WHAT WE DO, AND WHY WE
DO IT.

Our Mission

TO BRING THE FAMILY AND COMMUNITY TOGETHER TO HELP LGBTQ+ YOUTH TO THRIVE.

Our Principles

AT ENCIRCLE, WE BELIEVE IN PROVIDING EXCEPTIONAL EXPERIENCES THAT HONE IN ON HELPING LGBTQ+ INDIVIDUALS THRIVE.

Social Connection

Healthy social connections are consistently and positively associated with all indicators of psychological well-being.

Positive Emotional Experiences

People who have positive emotions in their everyday lives tend to be happier, healthier, learn better, and get along well with others.

Emotional/Psychological Skills

Skills like sharing emotions, countering negative thought patterns, and mindful acceptance of emotion all contribute to greater mental health and increased well-being.

Authenticity

Humans thrive when they are working towards self-defined meaningful goals.

Our Values

THESE THREE WORDS DESCRIBE WHO WE ARE AS A BRAND AND HOW WE PRESENT OURSELVES INTERNALLY AND EXTERNALLY.

Inclusive

We are a place for everyone no matter their place in their journey. We show that you don't always need rainbows to communicate inclusivity. We are for everyone.

Genuine

We present ourselves with precision and confidence. We are warm and inviting. We welcome everyone.

Invested

We leverage all of the tools and resources we are given to move us forward. We are detailed-oriented. We innovate. We deliver the unexpected, the undeserved, and the unrequired.

Voice & Tone

AT ENCIRCLE, WE'VE WALKED IN THE SHOES OF OUR GUESTS AND THE COMMUNITY. WE KNOW THAT EVERYONE HAS A JOURNEY TO ACHIEVE THEIR BEST SELF. WE WANT TO PROVIDE THE BEST EXPERIENCE WE CAN TO ALL GUESTS TO SUPPOR THEM IN THEIR JOURNEY.

Determined

We speak as an authority in the LGBTQ+ community. We also speak in a friendly, and respectful manner. We speak confidently without arrogance.

Balanced

We avoid the promotion and belittling of partisan politics and religious ideologies. While we take part to the global conversation of LGBTQ+ politics and policies, we do so communicating "No Sides, Only Love".

Thoughtful

We consider the state of mind/level of understanding of those we interact with to decide how to proceed. We're never inappropriate, condescending, or exclusive.

Inspirational

We highlight the good in LGBTQ+ lives. We refuse to show LGBTQ+ individuals as people who are hopeless and in need of our help.

Our Logo

OUR SIGNATURE - HOW WE ESTABLISH AND
MAINTAIN CREDIBILITY

The Inspiration

OUR LOGO IS MADE UP OF TWO ELEMENTS: OUR "HOME" ICON AND OUR "ENCIRCLE" WORDMARK

Our logo is something we value and we expect it to be used appropriately in all instances.

Our logo is available in a variety of variations to make sure we're presenting ourselves (and presented) in the best light possible.

PRIMARY LOGO

Variations

Our icon and wordmark make up our "Primary logo". Both elements may be arranged horizontally or vertically, whichever works best for your design.

Both elements may only be black or white, depending on which reads better in your design.

PRIMARY LOGO

Space & Size

We want to make sure that our logo is always legible and presented in the best light. We've set a spacing and minimum size standard to make this easy as possible.
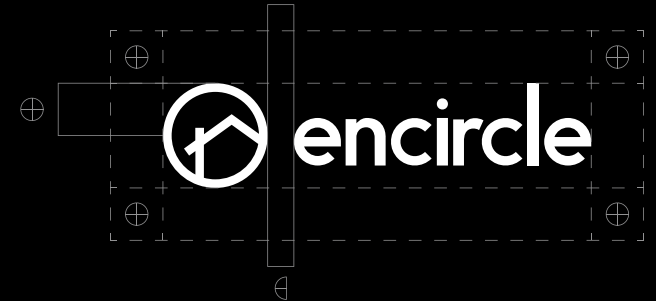
SPACING

We want to make sure we give our logo as much breathing room as possible. The minimum space between the logo and any outside content is half the size of the "Home" icon.
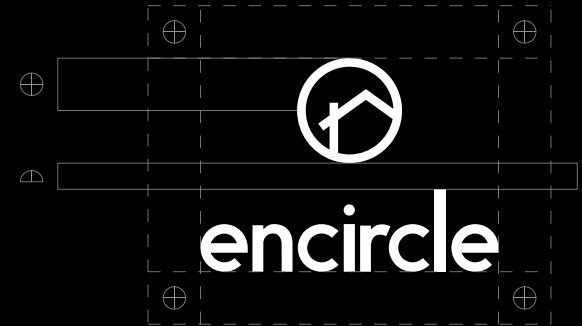
SIZE

Make sure that our logo meets the minimum height requirements in your project. These minimum heights ensure that our logo looks great on the smallest of projects.
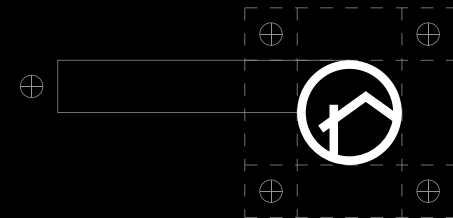
Screen: 96px
Print: 0.5 in

Screen: 196 px
Print: 0.75 in

Screen: 48 px
Print: 0.4 in

PRIMARY LOGO

Usage

While the Home icon may be used by itself, the wordmark may never be used on it's own.

Never recreate the wordmark in another font. Never captialize the wordmark.

Our logo only comes in Black or White.

Never stretch or skew our logo.

Never make the Home icon larger or smaller.

Never modify our logo (like outlining it). Our logo stays solid.

OUT & PROUD

Other Variations

In specific situations, other variations of our logo may be used. These situations vary from Pride Festivals to Trans-specific programming. These variations follow the same guidelines as the Primary logo. Use of these variations always require brand approval.

FOR PARTNERS & SUPPORTERS

Other Variations

Our variation for partners and supporters is to be used by our partners and supporters for anything that Encircle may not be directly involved in.

In most cases, this variation does not require brand approval. Should this logo be included with any sort of created asset, brand approval will be required. (i.e. A flyer for an event supporting Encircle)

proudly supporting encircle

proudly supporting
encircle

proudly supporting encircle

proudly supporting
encircle

Our Colors

MADE TO COMPLEMENT ANY PROJECT

All of our colors have been chosen with care to bring out thee best in any project you are working on. Consider your color options throughout your project.

All colors have been vetted to make sure that they meet AA and AAA accessibility standards.

Primary Colors

Encircle's mantra is No sides, only love. This belief has led us to to choose a neutral color palette to communicate our message. Rather than putting rainbows in every possible situation, we bring color, warmth, and light into our projects through imagery and typograpy (see guidelines on Photography and Typography)

PRIMARY WHITE

CMYK: 0,0,0,0
RGB: 255, 255, 255
HEX: #FFFFFF

PRIMARY BLACK

CMYK: 70, 50, 30, 100
RGB: 0, 0, 0
HEX: #000000

House Colors

Each Encircle home has a unique color attached to it. When working on projects that relate to a particular home, consider using that home's assigned color as part of the secondary color palette.

PROVO BLUE

CMYK: 82, 60, 9, 0
RGB: 64, 106, 167
HEX: #406AA7
PANTONE 7684 XGC

SALT LAKE RED

CMYK: 35, 90, 80, 45
RGB: 110, 35, 36
HEX: #6E2324
PANTONE 181 C

ST. GEORGE ORANGE

CMYK: 0, 69, 100, 2
RGB: 212, 93, 0
HEX: #D45D00
PANTONE 717 C

Pride Colors

Consider the use of Encircle's pride color palette in your next project as part of your secondary color set. Use the colors tastefully and in instances that make sense for your project. Using all of the colors at once is discouraged, however there may be instances where the use of all colors may be appropriate.

PRIDE RED

CMYK: 5, 82, 58, 0
RGB: 229, 85, 92
HEX: #E5555C
PANTONE

PRIDE ORANGE

CMYK: 2, 35, 79, 0
RGB: 247, 175, 79
HEX: #F7AF4F
PANTONE

PRIDE YELLOW

CMYK: 3, 0, 62, 0
RGB: 255, 248, 123
HEX: #FFF87B
PANTONE

PRIDE GREEN

CMYK: 37, 0, 59, 0
RGB: 153, 255, 153
HEX: #99FF99
PANTONE

PRIDE BLUE

CMYK: 47, 0, 2, 0
RGB: 107, 221, 252
HEX: #6BDDFC
PANTONE

PRIDE PURPLE

CMYK: 43, 48, 0, 0
RGB: 155, 136, 229
HEX: #9B88E5
PANTONE

PRIDE PINK

CMYK: 8, 41, 0, 0
RGB: 252, 162, 243
HEX: #FCA2F3
PANTONE

Typography

AN IMPORTANT PART TO EVERY DESIGN

We've carefully chosen specific typefaces to create inviting experiences, warmth, and a sense of home in everything we create at Encircle.

Heading 1

Playfair Display Bold
minimum: 48px

Heading 2

Playfair Display Bold
minimum: 28px or 60% less than H1

HEADING 3

Futura PT Bold
minimum: 16px or 60% less than H2

Paragraph/Body text

Futura PT Book
minimum: 12px or 75% less than H3