



BridgeTown, Inc

Loving People...Because People Matter



Kyle Bacon

Brand Book

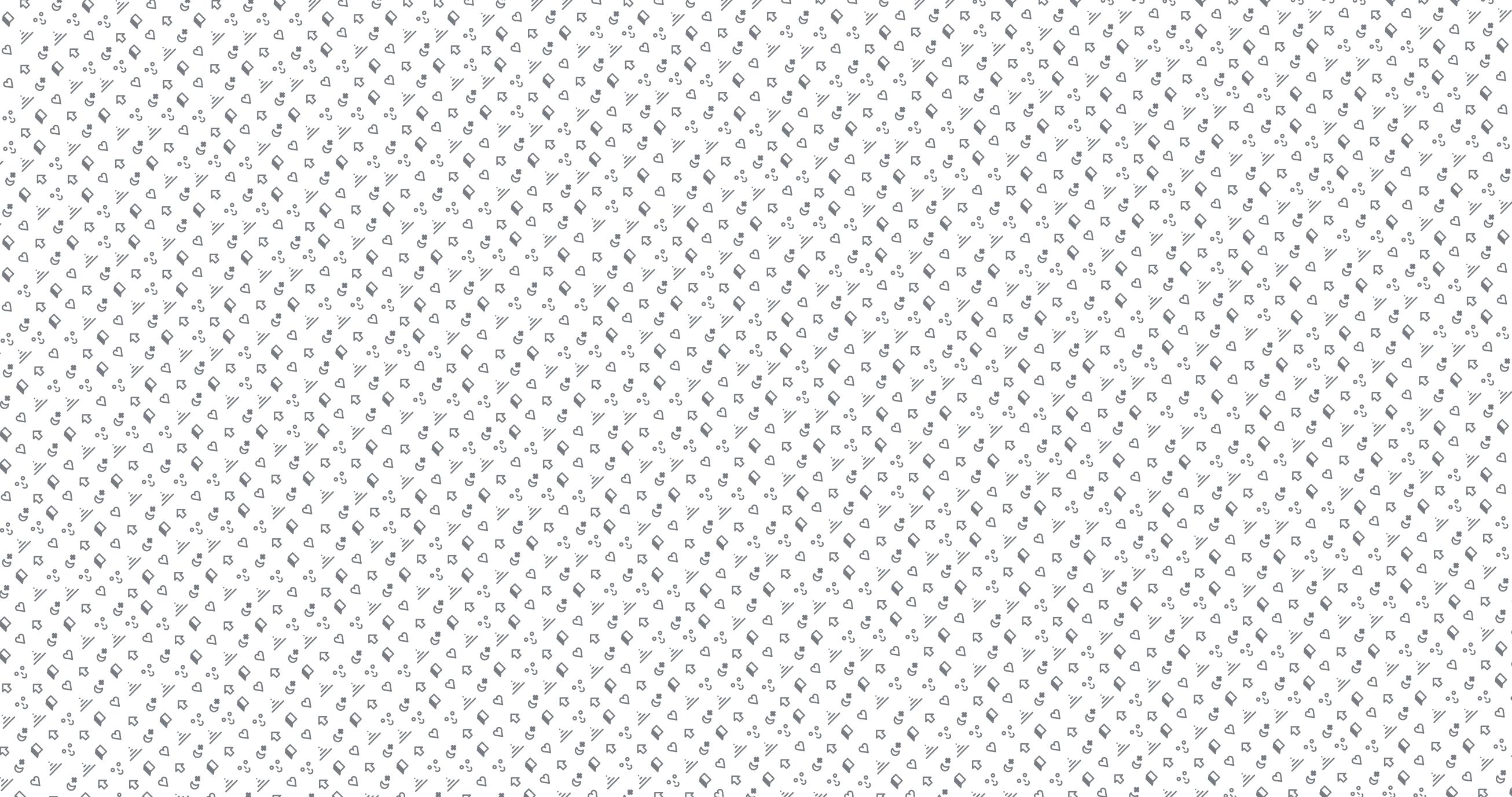


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The Research

Loving People...Because People Matter.

About BridgeTown, Inc

Simply put, loving people and making sure their needs are met as best as possible is what the most important for BridgeTown, Inc. The organization does a myriad of things through multiple groups, but it's all rooted in love for people. They serve families, kids, disabled veterans, those down on their luck, the homeless, really anyone who needs help.

They run the following programs:

- **Night Strike**—"an opportunity for you to come down and share in the experience, help serve the needs of the homeless in our community, and more importantly, invest in lives and build relationships with the people you meet."
- **BTown Kids**—"a space for children and families to develop community and capacity through encouragement, relationship and fun."
- **First Door**—"exists to see every child in the Pier Park Cluster excel academically and have the confidence to pursue their dreams."
- **Transformation Trips**—"a series of interactive urban learning environments that offer groups and individuals the chance to learn and develop a mind-set for purposeful living."

- **Lift One**—"child sponsorship walks beside Portland's kids offering ongoing encouragement, providing every day needs, and advocating for academic success."

Brand Attributes

| | |
|------------|---------------|
| Love | Listen |
| People | Respect |
| Care | Relief |
| Generosity | Dialogue |
| Compassion | Relationships |



Those who need a helping a hand

There's nothing wrong with needing help. BridgeTown, Inc has set up a platform to help people who need it. This audience is diverse, really it's anyone who needs help. Here are a few characteristics about the audience:

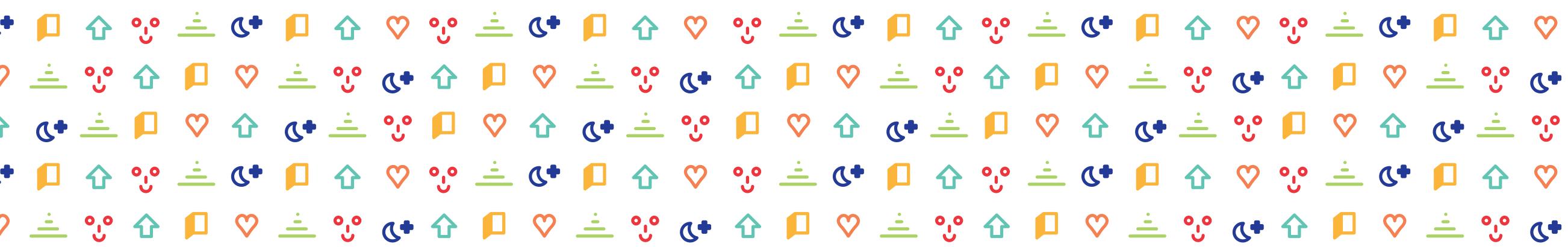
- Possibly unhappy, hungry, and/or lonely
- Needs help mentally, emotionally, and physically.
- Any age or gender
- Families/individuals/kids
- Not necessarily homeless, but are in need



Those who would like to lend a hand

The donors and volunteers are also a diverse audience that doesn't have a niche target to hit. The driving factor behind this audience is either having a need to help with time or money. Another line of thinking is the way the Portland Give Guide targets people, "Been a little bad? Do a little good." Anyways here are some key points about helping hand audience:

- Busy
- Works or is retired
- Any age or gender
- Professionals/middle income



Marketing Strategy

With two completely different audiences, there needs to be general guidelines on how to target either of those audiences. Admittedly, those who need a helping hand will be the hardest to target and market to. The predominant strategy is going to be through word-of-mouth from their peers or volunteers who may encounter them out and about. The volunteer could hand them the generic business card for the program that you will see later on or maybe it's giving them a care package that has toothpaste and a toothbrush, fresh socks, a ready-to-eat meal, and items in that vain. Point being, money should be spent wisely and in creative ways to really show love and helpfulness in all touch points to this market segment.

On the other hand we have donors and volunteers. The main differentiator between them, is one wants to donate goods and money while the other wants to donate their time. Word-of-mouth, the Portland Give Guide, organic search engine results, and social media will be the most effective avenues to target and convert prospects into donors and volunteers. The same business card mentioned earlier can be given to those who want to know more about the particular program the other volunteer is involved with.



Design Concept

A diverse audience and large brand posed quite a challenge to produce something cohesive, flexible, and understandable that was rooted in the brand's key characteristics. "Loving people...because people matter" is the life blood of this solution. It's all about people, friendliness, and care. The line quality of the icons/bridge and main typeface is soft and thick to still provide feelings of strength and foundation. It is a nice balance between friendly and industrial. The icon system was very key to nail down for flexibility and easy recognition once the audience is trained. The color palette is on the softer side and each color has significance to the program it represents.

The bridge part of the logo is always present, it is the hallmark of the brand and acts as a constant container form and foundation of the brand. Strong foundation, friendliness, and love are a few words that sum up this concept. In the end this brand is serving humans and it should live and breathe like a human. Each program has its' own individuality. In the end, it's about loving people because people matter.

The Solution

About the mark system

With the diverse amount of programs already living under **BridgeTown, Inc.**, there needed to be a cohesive and dynamic vehicle that could handle the existing mother brand and what the future could hold. The icon system and main mark is built off of the same proportions of the modified typeface. The color palette has room to grow when the brand needs to grow. The patterning you will see later can be adjusted to include the new iconography of new programs and likewise, the color palette pattern can be expanded as well. Simplicity is key with the amount of content that already exists. Simple and timeless with room to grow.



BridgeTown, Inc

Loving People...Because People Matter



BridgeTown, Inc

BridgeTown, Inc



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Loving People...Because People Matter



BridgeTown, Inc

Main Mark

13



Night Strike

Bridgetown, Inc...Because People Matter



Night Strike

Bridgetown, Inc...Because People Matter



Night Strike

BridgeTown, Inc



First Door

Bridgetown, Inc...Because People Matter



First Door



BTown Kids

Bridgetown, Inc...Because People Matter



BTown Kids

Program Marks



Lift One

Bridgetown, Inc...Because People Matter



Lift One



Transformation Trips

Bridgetown, Inc...Because People Matter



Transformation Trips



Aa

Museo Sans Rounded Family

Museo Sans Rounded 900
Museo Sans Rounded 700
Museo Sans Rounded 500
Museo Sans Rounded 300

ABCDEFGHIJKLM
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&(),./?

Aa

FreightMacro Family

FreightMacro Bold
FreightMacro Medium
FreightMacro Medium Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&(),./?



BridgeTown Orange

Pantone 121 #F58153
C: 0 Y: 72 R: 245 B: 129
M: 61 K: 0 G: 83



First Door Yellow

Pantone 143 #FCB53B
C: 0 Y: 87 R: 252 B: 59
M: 32 K: 0 G: 181



Night Strike Blue

Pantone 2738 #243c96
C: 100 Y: 0 R: 36 B: 150
M: 92 K: 1 G: 60



Transformation Trips Green

Pantone 2290 #AAD266
C: 37 Y: 78 R: 170 B: 102
M: 0 K: 0 G: 210



BTown Kids Red

Pantone 185 #EF373E
C: 0 Y: 79 R: 239 B: 62
M: 93 K: 0 G: 55



Lift One Blue Green

Pantone 7460 #65C5B4
C: 58 Y: 36 R: 101 B: 180
M: 0 K: 0 G: 197

Pantone Process Black

Pantone Cool Gray 11

Pantone Cool Gray 8

Pantone Cool Gray 2



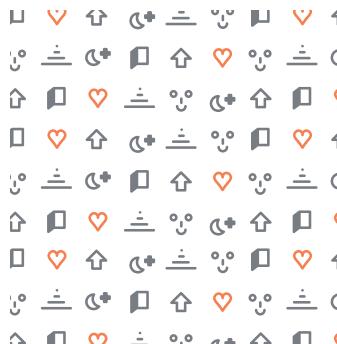
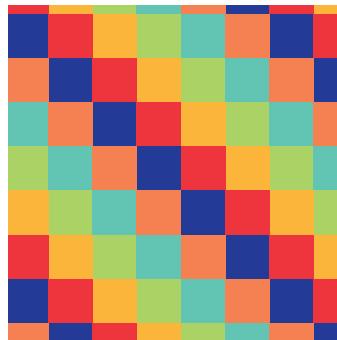
Photography Style

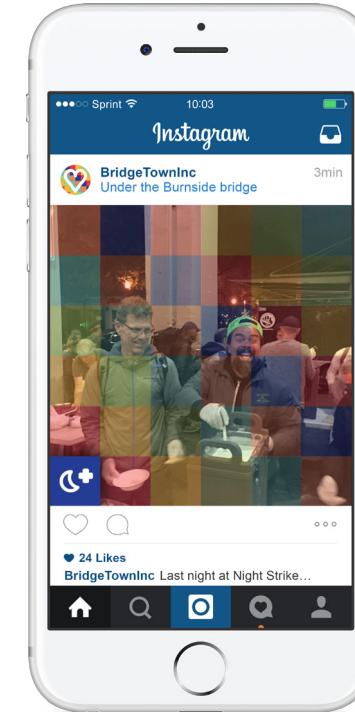
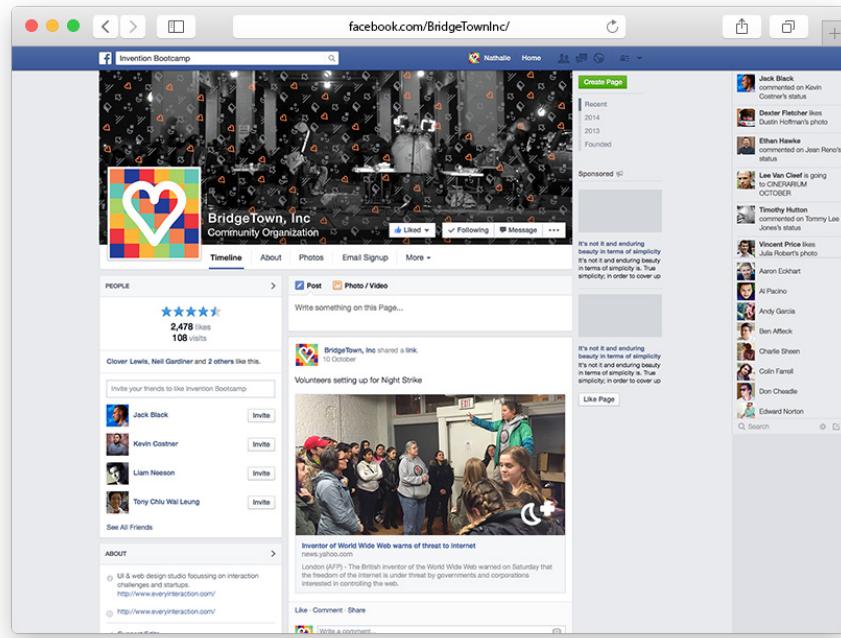
The photography used throughout the brand should be real, authentic, and genuine. B&W photography and color can be explored. The focus should be on real people and their actions. Removing color in some instances takes focus off of the surroundings and onto the people; everything/everyone is on the same level.

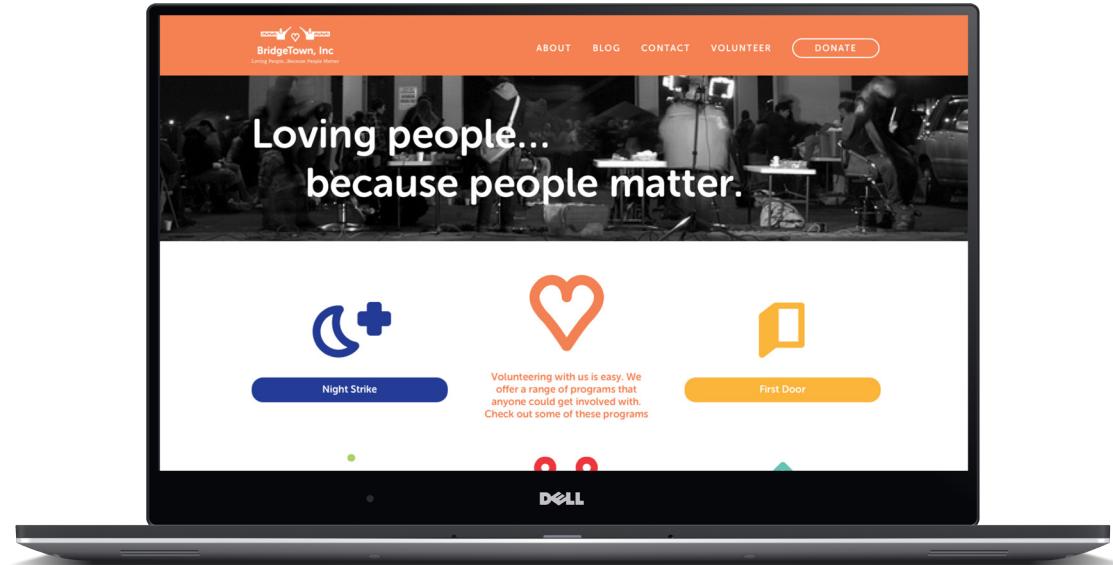


Secondary Patterning

Using the icon palette as a pattern can be created to supplement the photography and add a fun element to the brand. It doesn't matter the color orientation. The color palette can also be used as a pattern to be used over photos with multiple layers of transparency. The sky is the limit.







BridgeTown, Inc Website

With a new brand should come a new and fresh website to reflect the updated thinking and the look/feel. The idea here is to keep people front and center. The audience for this piece will be directed at volunteers and donors. Volunteers need easy access to sign up, as well as information to the time

and place of the volunteering opportunity. Donors need a streamlined experience to donate money online or find where they can send money and/or physical donations.



Swag items

Set of giveaways that could be used for every audience, given to those in need who need a new sweatshirt or t-shirt. Volunteers/donors can buy them at cost.



Reusable Signage

With the vast amount of programs and the possibility of more being created in the future, it is important to have relatively inexpensive, durable, and reusable signage to help promote the program and act as wayfinding as to where the event/program is. The idea is to have a system to swap out the graphic depending on the need. For example, if it is a **BTown Kids** event, there would be artwork already printed and the **Night Strike** would be slide out and the new one slide back in.



Donation Branding Concept

How does one go about branding donations received? It isn't completely necessary and in the end you may not even want to do this, just something to think about. Conceptually, in tandem of word of mouth from the receiver of this donation, a stencil could be created from either the full logo, or just the icon of the program and waterproof spray paint.

An image may be applied to the tent, tarp, or whatever large item with this method. Inexpensive, flexible, and reusable. This idea could be applied to almost every program across the board.

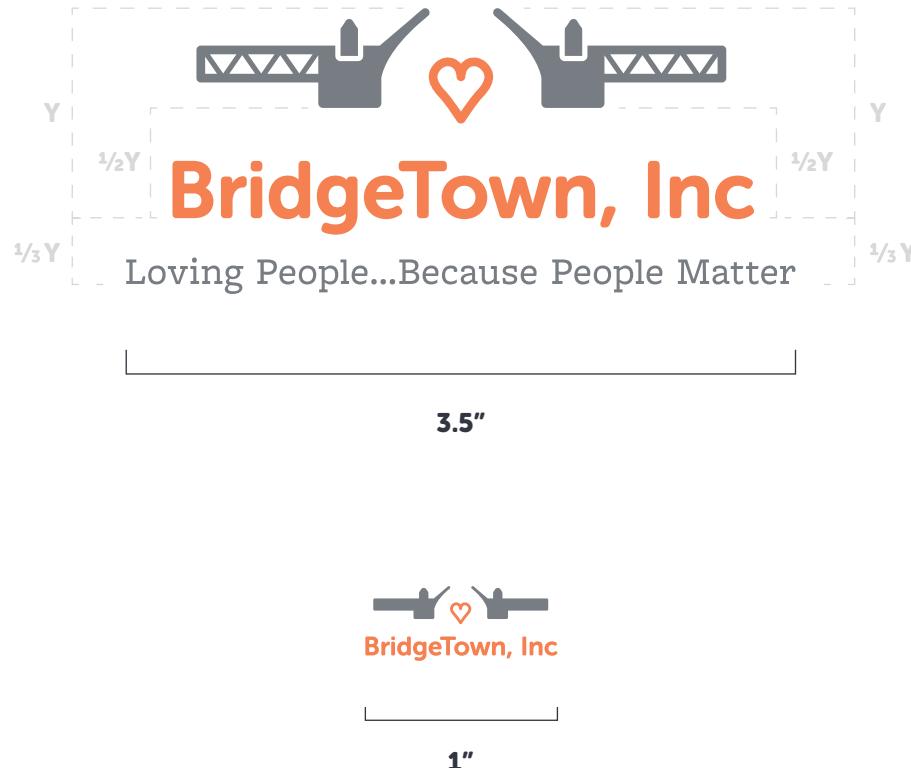
How to Use

Mark Specifications

The value of "Y" is measured from the top of the bridge mark down to the baseline of the program name's type. The type is Museo Sans 700 with a stroke of 1.5 pt.

The base value of "Y" is **0.853"** and is what all measurements are based off of.

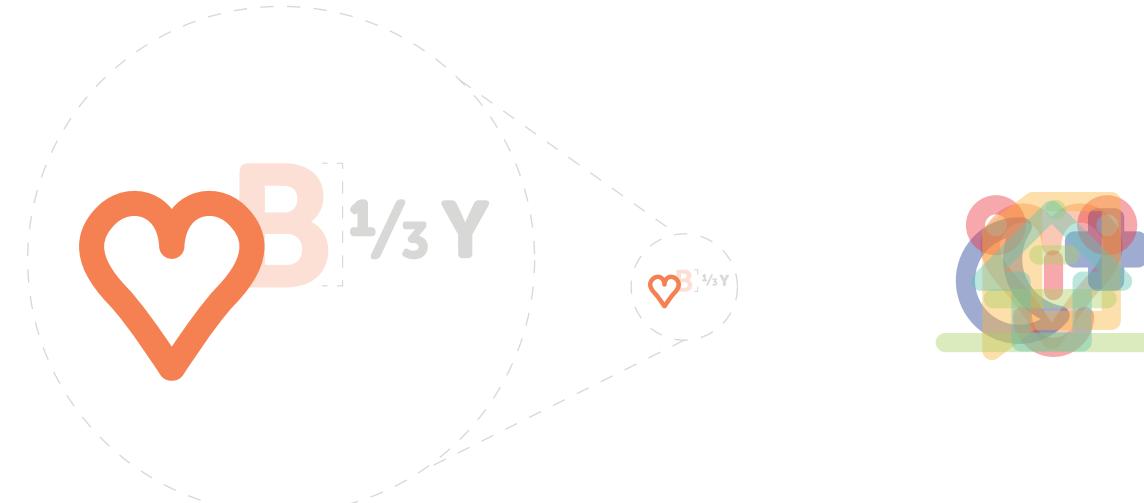
The reduced mark is built off of the same proportions.





Creating A New Icon

No matter the size of the icon, the stroke weight must be relational to the "B" in "**BridgeTown, Inc**" (as shown in the diagram to the right.) The icons aren't specifically built on a grid, the form is more important than mathematical precision, but as shown in the icons overlaid over each other, they should all be the same relative size (well, close enough.) Again, the form is most important.



Don't change...

...colors in the marks.



Don't interchange...

...icons or have bridge out-of-context.



Don't overlay...

...on photos that don't have enough contrast between mark and background imagery. For example, colors are too similar, type competes with mark, faces are covered, etc.

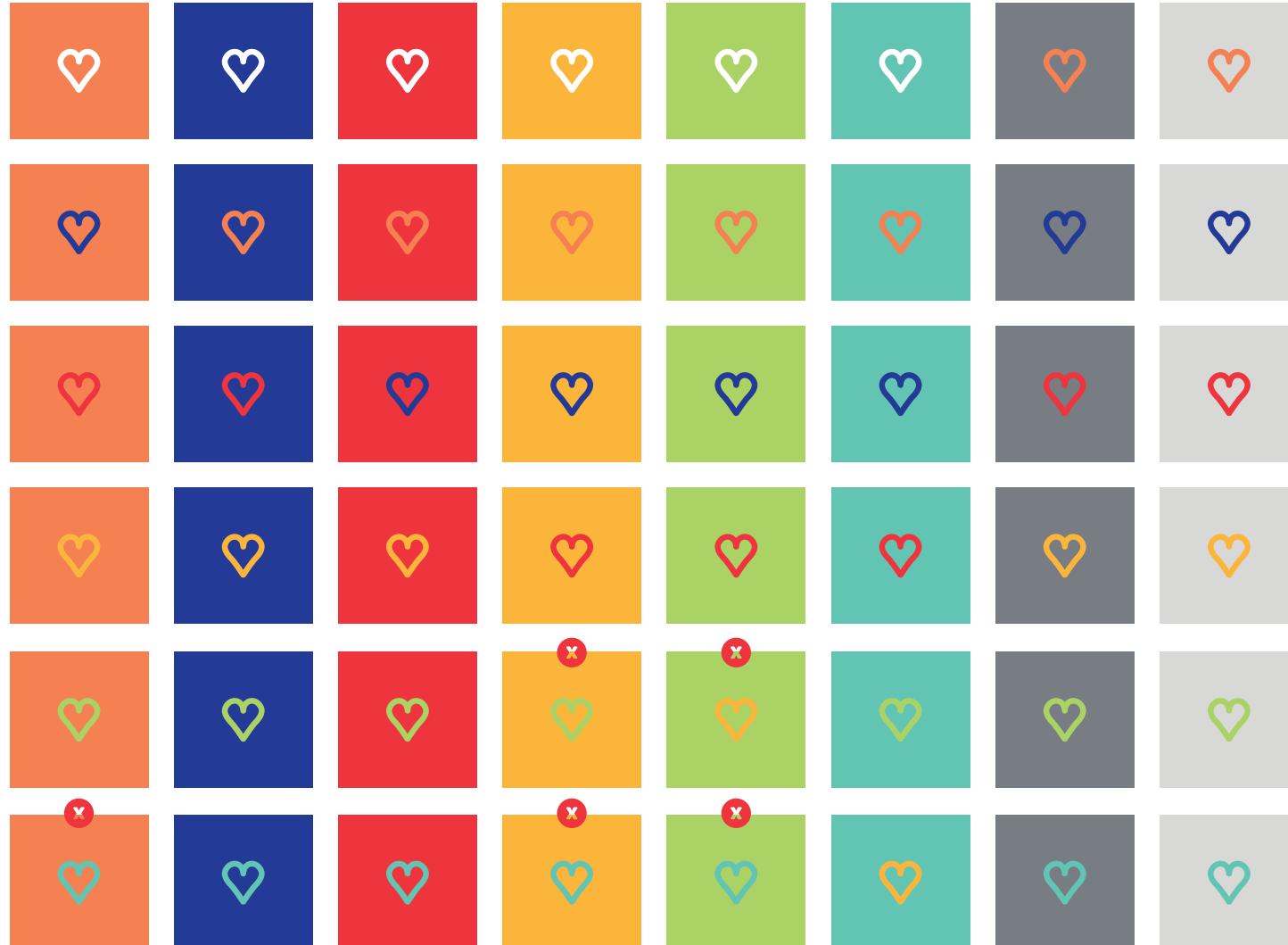


Don't stretch the mark.



Acceptable Color Combos

This is a list of the acceptable color combos. The ones that should be avoided are marked with the "x" icon you have seen already. Please note, this list isn't exhaustive. In the end, if the combination looks questionable, avoid that color paring(s) and try something else.



Stationery Specifications

Grids, margins, gutter spaces, and such are built off of the value proportion of "Y" mentioned page 26.

- The base margin is **0.853"**
- Other margins are factors of **0.853"**
- Gutter widths are **1/6y** or **0.143"**

Letterhead



#10 envelopes



#10 envelope stickers

