Skill Reservior

Airway Hieghts Timebank

Time Banking

Timebanking is a time-based currency. Give one hour of service and receive one time credit. You can also use your credits to receive services. An hour of service is always one time credit regardless of the nature of the service performed. Three things that stood out to me when researching time banking are the importance of community, connections and equality. These words are what I kept in the back of my mind during this branding project.

Why These Choices?

I wanted my overall choices to reflect the overarching values that time banking fosters. I also wanted people to see this branding and feel that this is an organization they can be a part of. I chose this color palette, because I wanted to give a light hearted playful vibe to the time bank. I see these colors and I get a sense of joy and life. The name Skill Reservoir came from brainstorming different ways of saying the key concept of time banking. I chose the word 'reservoir' because similar to a reservoir that collects water to help sustain a community. Time banking collects skills to supply and meet the needs of the whole community. This is where the main imagery for the logo came from. The arrows represent the community that the reservoir feeds. Whether you see a tree or multiple roof tops, it's clear the icon is made of not just one section. Just as a community is not just one person but many working together. I chose Bree Serif and Quicksand as the typefaces, because they're more rounded and inviting. The time bank is place where all are invited to come, make connections, and participate and that's what I wanted this branding project to reflect.

Color Palette

Orange
CMYK: 1, 49, 100, 0
RGB: 244, 149, 31
HEX: f4951f

Pink
CMYK: 0, 56, 8, 0
RGB: 244, 142, 147
HEX: f48eae

Green
CMYK: 49, 0, 99, 0
RGB: 148, 201, 63
HEX: 94c93f

Blue
CMYK: 71, 2, 19, 0
RGB: 25, 185, 205
HEX: 15b9cd

Dark Grey
CMYK: 70, 64, 63, 62
RGB: 47, 47, 46
HEX: 2f2f2e

Main Logo

1/4 in.

Skill Reservior
Airway Hieghts Timebank

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Sub-Logo

Skill Reservior
Airway Heights Timebank

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Keep the colors the same and use only the B&W version or the colored version. Also if using a colored background always use the B&W version.

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Typefaces

Bree Serif Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Quicksand
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Section

Section Header: Bree Serif 30
Body text: Quicksand 12
Use orange, pink or blue to highlight important information in bodies of text.But never use different colors in the same section.

< Sub notes: Quicksand Bold 9- Set in arrow parentheses. Also use the same color used in the section. >

Section

If at all possible do not make the section headers longer than the body text. Keept the titles simple. Use white body text on colored backgrounds. Also do not overlap any elements on top of a colored background. Also use dark grey to highlight text on the blue background.

< There are two title options on the next page chose one or the other but never both. It is suggested to use 'Another Title Option' for flyers and posters and the other for longer documents. >

Another Title Option

Bree Serif 38 & Quicksand 14

Document Title: Bree Serif-45

Water

All elements are taken from the logo in some way. The blue backgrounds have curves taken from the water of the logo or is a portion of the water enlarged.

Triangles

Triangles are used to visually compare things of equal value, an important concept to time banking that will likely be used often for explanations. Triangles will also point right or left.

Arrows

When using the arrows for patterns in the background, they will primarily point up to important text for example the title in the poster or the definition of time banking in the triflod. When using arrows that point down, they should be scaled to 75% of the original and should juxtapose arrows pointing up. It is also best if these arrows also point to something or draw the reader's eye down the page. If there are no blue elements on the page or section you may chose to add blue arrows to the pattern. Never point the arrows left or right.

1 time credit

1 time credit
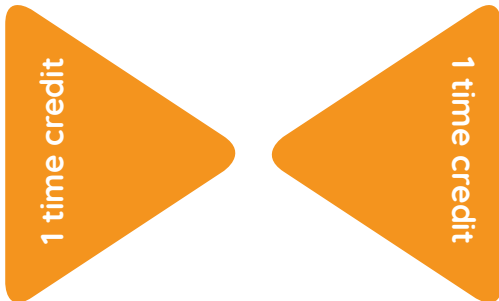
Poster Mock-up

An example of a poster or flyer that can be reused with a different title, time, place, and information.

Game Night & Potluck

Get to know your nieghbors.

**Tuesday
September 23rd
6:30-8:00pm
Teen Challenge Classroom**

Bring your favorite board games, dice, cards, or just come to play. Kids and adults welcomed! Bring a favorite side dish, dessert or drinks to share.

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Trifold Mock-up

cy. Give one hour of service and
o use your credits to receive
s one time credit regardless of
.

Ways to recieve a time credit

A senior preparing school lunches

The food bank gives out a meal

Young people provide entertainment at a community event

Keys to Starting

Brains

Learn

Get Re

Set Up

Start Y

Hold y

Set Up

Keep C

Remer

5 Core Values

Assets:
We are
someth
Redefin
Building
that Tin
and rev
Recipro
Commit
Commu
People
reweav
and tru
Respect
Our con
each ind
of resp

all assets; we all have
g to give.
ng Work:
g community is real work
meBanking recognizes
ward.
city:
to give and receive.
nity:
helping each other
communities of strength
st.
:
mmon humanity calls for
dividual to be deserving
ct.

Skill Reservior
Airway Hieghts Timebank

A Quick Guide to TimeBanking

Timebanking is a time-based currency. Give one hour [...]
receive one time credit. You can also use your credits t[...]
services. An hour of service is always one time credit r[...]
the nature of the service performed.

How it works
Ways to spend a time credit

A student purches
the lunch
A senoir buys th[...]

meal.
The community

give the young
people
a credit.

Who?

Individua[...]
Commun[...]
Churches[...]
Associatio[...]
Organiza[...]
Anyone v[...]
valuing t[...]
build and[...]

What?

All TimeB[...]
Leaders [...]
skills and[...]
includes. [...]
what men[...]
ways to s[...]
log the h[...]

TBU[...]
Wea[...]

Why?

Beginning[...]
for comm[...]
and orga[...]
resource[...]
But Time[...]
worth. Va[...]
of all, it b[...]
resilience[...]
helping a[...]
communi[...]
wellbeing[...]

of service and
to receive
regardless of

ls
ity groups
s
ons
tions
whose vision includes
he contributions of all to
strengthen community.

Banks need:
with good organizing
a data bank that
Members' contact info,
mbers give and receive,
share info, and a way to
ours earned and spent.

SA offers Community
er 3 at TimeBanks.org

g a TimeBank calls
nitment, time, energy,
anizing skills. It requires
, effort and money.
Banking has proven its
aluing the contributions
builds community
. Building trust through
cts, it supports
ity and individual
.

How much?

For member-led TimeBanks the cost may be almost free. For Time Banks designed to fulfill a non-profit purpose, the cost will be comparable with other community oriented programs and projects where the cost of staff salaries and support is the chief factor.

Key Tasks

Establish policies.

Spread the word and give orientations to new members.

Organize events and meetings for members.

Work with members to pursue new possibilities.

Work with members and sponsoring partners to make sure the Time Bank has the funds and resources it needs to thrive over time.

TimeBanks thrive best when roles and tasks are a team effort from the start.