BRAND GUIDELINES

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“ THE BRAND

LOGO

The logo typeface is created with Gotham Condensed Bold. The logomark is four quotation marks, each in one of the 4 brand colors. This is to be used on all external and internal materials.

LOGOMARK

The logomark is able to be used alone without the typeface. The mark works well at a small scale when the logo typeface would otherwise be illegible.

LOGO LOCKUP & SPACING

The logo proportions and spacing should be kept intact at all times. Minimum size for the full logo is 20px in height. The minimum size for the logomark is 15 pixels in height. The amount of space above, below or on either side of the logo is defined by the height and the width of the Every Voice capital “E”. Do not place anything above, below, or next to the logo inside of this alloted clearance space.

min. 20px

min. 15 px

LOGO MISUSE

1. Do not warp, squeeze, stretch, distort, flip, or rotate
2. Do not change from original colors
3. Do not adjust spacing
4. Do not crop any elements
5. Do not use a gradient
6. Do not change the orientation
7. Do not adjust the alignment
8. Do not add texture
9. Do not outline

Warped

Switch Colors

Wrong Spacing

Cropped

Gradient

Orientation

Misaligned

Texture

Outlined

TYPOGRAPHY

Gotham Condensed is a sans-serif typeface designed by the Hoefler & Frere-Jones. It's a well constructed condensed font family that is very successful as a headline font to call attention to the content.

Elena is a serif typeface designed by Process Type Foundry in 2011. It's a versatile face that is legible at small sizes.

Gotham Condensed Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*+,.?[](){}

Gotham Condensed Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*+,.?[](){}

Gotham Condensed Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*+,.?[](){}

Elena Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*+,.?[](){}

Elena Regular Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&+,.?[](){}*

TYPOGRAPHY USE

Gotham Condensed is the display face. This face is only used for the logo, headlines, short statements and short messages. It is usually used in all caps, except for when it is used as a headline.

Example: Logo, Titles, Headlines, Call-to-Action Elements, Links, etc.

Elena is used as the body copy. This is used for large blocks of text in it's regular form, and as an accent typeface in it's italics form.

Example: Body copy, Pull Quote, some Sub Headers .

CAMPAIGNS [1]

Demand Fair Elections For New York [2]

[3] **JULY 29, 2014** | DAVID DONNELLY, PRESIDENT AND CEO [4]

Over a decade ago, I joined Public Campaign Action Fund, a 501(c4) organization created in partnership with Public Campaign. Our goal then, as it is now, was to build political power on money in politics issues. [5]

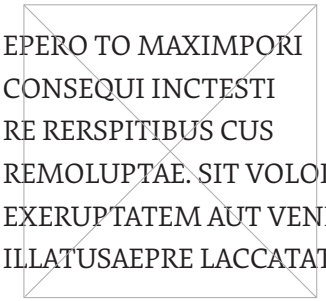
LEARN MORE → [6]

1. **DISPLAY/HEADER** ALL CAPS
   Gotham Condensed Bold
2. **HEADLINE** ALL CAPS
   Gotham Condensed Bold
3. **SUB HEADER (DATE)** TITLE CASE
   Gotham Condensed Medium
4. **SUB HEADER (BYLINE)** ALL CAPS
   Gotham Condensed Light
5. **BODY COPY** SENTENCE CASE
   Elena Regular
6. **CALL TO ACTION** ALL CAPS
   Gotham Condensed Medium

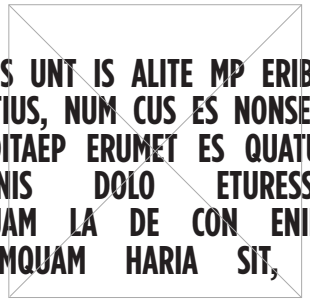
TYPOGRAPHY MISUSE

1. Do not vary type sizes in one section.
2. Do not use all caps in the body copy.
3. Do not justify the text.
4. Do not change the orientation.

Varied Type Sizes



All Caps Body Copy



Justified

Orientation

PHOTOGRAPHIC STYLING

Monotone images can be used to incorporate brand colors into layouts and to treat poor quality images in a way that makes them usable. If implemented consistently, this style can be a recognizable brand asset.

PHOTOGRAPHIC TREATMENT

Over the monotone images, a color overlay is added. The only colors used are the 4 brand colors other than the dark grey that the logotype is set in. Each color corresponds to a quotation mark style that is used in the logo. Please refer to the next page for step by step directions on how to create this treatment

CREATING THE PHOTO TREATMENT IN ILLUSTRATOR

1. Open a new file in Illustrator (File> New Document)
2. Make sure your pathfinder window is open (Window>Pathfinder)
3. Make sure the opacity window is open (Window>Opacity)
4. Create a square (press M for the square tool), and place the quote over it in the center.
5. In the Pathfinder window, press the exclude button.
6. Place your desired image in the Illustrator file (File>Place).
7. Drag the graphic you have created over the photo
8. In the opacity window, change the opacity of the colored square to somewhere between 60-80%, depending on the color and clarity of the image.
9. Create an artboard that is the same dimensions as your (File>Document Setup: click “Edit Artboards”, and drag this artboard tool around the photo.)
10. Save this artboard (File>Save for Web)

RULES FOR THE PHOTO TREATMENT

- Only use one quote mark per image
- There are 4 styles of quotes, each with a designated color. The color and quote style should never be interchanged, and the RGB values for each color should never be altered. Refer to the logo to see which color and quote style go together.
- Center the quote within the image for use over image (without text)
- For header images similar to the homepage where text is overlayed, we can strategically place the quotation mark to highlight a certain element of the image (doesn’t have to be centered). Still limit the quotation use to 1 per image.

COLOR PALETTE

Consistency in color and use play a central role in brand design. By sticking to this color palette, you reinforce the recognizability of Every Voice. Moreover, these colors work together in your favor to create specific connotations (action, urgency). The first four colors to the left (blue, grey, red, and yellow) are the 4 colors that correspond with the 4 quoatation marks used in the logo. The last color (dark grey) is used for the wordmark and other text. Percentages of this grey can also be used in illustrations and web design with the brand colors.

BRAND COLORS

#37B9CC #5E6675 #E43E39 #F1B21C #313640

#313640

100% 50% 25% 15% 10%

“ STATIONERY

LETTERHEAD

This is an example of a letterhead. Use this letterhead when corresponding with organizers, partners, politicians, and other organizations. Body copy should be set in Elena Regular and left aligned.

BUSINESS CARD

This is an example of a business card. One side features a set of quotation marks in white over a full bleed of color. There will be 4 styles of cards, one with each style and color of quotation mark featured in the logo. The other side displays the name, title, and contact information of the card owner, along with a small logomark.

,, SOCIAL MEDIA

FACEBOOK

Cover image uses the logo in white on a red background. This image should be the organizations face on social media because it's highly recognizable and iconic. The cover photo should be focused on the American people.

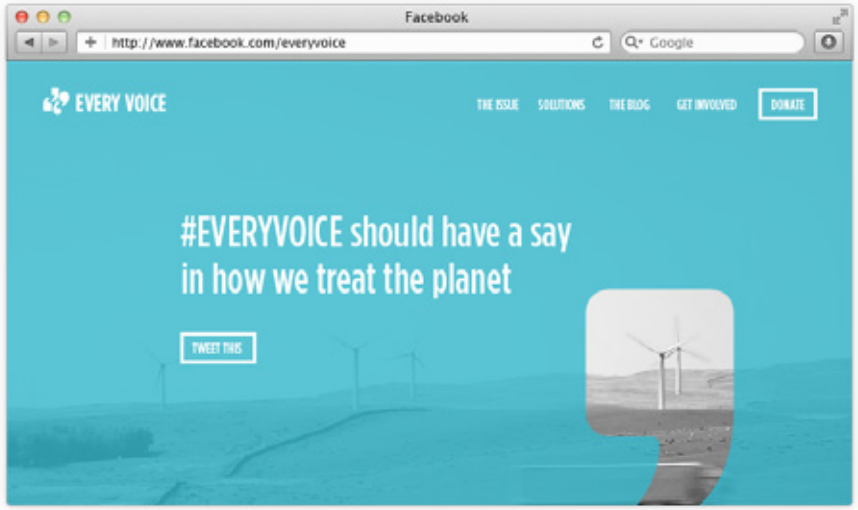
TWITTER

The logomark is again, used as the profile picture in conjunction with a cover photo featuring the Every Voice wordmark with the handwritten word “Unites” next to it. The background is Every Voice blue. Photographs posted on Twitter can have the photo treatment added where a shape of a quotation is cut out of a colored overlay.

WEB

EVERYVOICE.ORG

The main goal of the top of the website is to tell stories and engage people by using big images and compelling headlines. These headlines will be easily shareable via twitter to immediately engage the user. The photo treatment is used to highlight parts of the image that relate to the written content above it.



CREATED BY SIMPLE.HONEST.WORK.

2014