



Style Guidelines – Branding Community Action Tips, Ideas, Suggestions

Community Action Partnership has undergone a major rebranding initiative in the past five years. We are convinced that unifying under a single identifiable brand AND “Living the Community Action Promise” are the only way that Community Action will eventually be recognized nationwide as the country’s preeminent poverty-fighting network. We change the lives of more than 13 million people each year. We have a history, a passion, and a commitment to “make America a better place to live.” However, we do not have national visibility and recognition that we so richly deserve.

Hundreds of Community Action Agencies are becoming Community Action Partnerships. Many more are embracing the Partnership logo because they understand that one great national network needs one name and one distinctive look. Community Action must live the Promise, understand the impact of doing so, and consider the great benefit of branding their organization.

Here are some tips, ideas, and suggestions to help you get started.

ONE NETWORK; ONE PROMISE; ONE BRAND.

The Community Action Partnership brand was created on the foundation of the Community Action Promise. With our large and diverse network, the Promise is a credo that we ALL agree on. The words ring true; they capture the essence of community action: “Community Action changes people’s lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.”

THE PROMISE APPLIES JUST AS APPROPRIATELY TO THE SMALLEST AND MOST RURAL AGENCY AS IT DOES TO THE LARGEST AND MOST URBAN.

“Helping People. Changing Lives.” It sums up our promise, it tells who we are, and it says what we do. Our Community Action Partnership logo is recognizable and uniform from one community to the next, from one state to the next. It identifies us as a genuine brand – one that can be trusted; one that means compassion, understanding, and strength.

THE COMMUNITY ACTION PARTNERSHIP BRAND REFLECTS THE PROMISE, NEVER THE OTHER WAY AROUND.

Why is the promise so vital to becoming and staying a genuine brand – one that stands the test of time and trends? Because it remains the steadfast, bedrock foundation of what community action is all about. It arises from the core values and the principles upon which community action was created. And it captures what we actually accomplish: Community Action changes 13 million lives each year. We all realize the importance of not only being a unified network, but being easily recognized as a “family” member anywhere in the country.

WHAT WILL BRANDING DO FOR ME AND MY AGENCY?

The Community Action network must become a distinct national brand in order to achieve the level of recognition and visibility that we so richly deserve. Although it is extremely important to be well known and well respected in our local community, it is just as crucial to be immediately recognized as part of an extensive national network that changes 10 million lives a year! National recognition brings exciting new partnerships, funding, and new doors opening.

EVERYONE IN MY COMMUNITY KNOWS US ALREADY BY OUR CURRENT NAME OR LOGO.

Even if your agency is known by everyone in the community, we still need to be recognized as part of a national network. If you have not already done so, begin a transition phase by incorporating the Partnership logo along with your current name and logo. Then make a full transition as the community recognizes that your organization has not changed – only the “look.” Think about the power of including the Partnership brand on thousands of pieces of stationery, business cards, building signs, and marketing materials throughout the country.

DON'T DILUTE THE BRAND

If your organization has made the decision to migrate to the Community Action Partnership brand – Congratulations! You are making the right decision. But, do not make the mistake of designing your own look and just taking elements or parts of the logo and adding your own look. That defeats the purpose of building a genuine and distinct brand. It also prevents that strong emotional attachment from being identified with the one Community Action Partnership brand. It is not the heart alone, nor the words alone, nor the name – it is the entire brand that makes the difference. Just as you would not see a United Way logo without the hand or the Red Cross logo without the cross! If you use the Community Action Partnership brand as it has been designated, imagine the pride you would feel seeing that brand displayed on vans, building, and materials across the country.

POTENTIAL IMPACT OF NOT USING THE BRAND

The Community Action Partnership logo is a registered trademark, and the Community Action Partnership has a legal responsibility to enforce proper use of the logo. A failure on our part to point out an unauthorized use or the impermissible alteration of the logo leaves us at risk of losing the exclusive right to use the logo. Therefore, it is very important not to alter or use only parts of the Community Action Partnership logo in your own agency's logo. This dilutes the impact of having a single logo representing a unified brand and could lead to a conclusion that the Partnership has abandoned the logo.

HOW DO WE GET STARTED?

When the new brand was first implemented, the Partnership national office sent out a Style Guide to the network that included everything needed to get started, from logo requirements to sample press releases to announce the name change to the community and interested parties. If you do not have a copy, we would be glad to send you that information, either electronically or a hard copy.

Plan to make the change at some point during the yearly cycle that is best for your organization: when you need to order new letterhead, business cards, or office materials. Talk to other CAAs or other organizations in your area that may have undergone a similar “rebranding” experience. Everyone is talking about branding these days. It is not uncommon to find a non-profit organization that is undergoing change.

TALK TO YOUR COLLEAGUES

We would also be glad to connect you to agencies – or Partnerships – that have successfully made the transition, in your region and other regions – so you can talk to someone firsthand who has gone – or is going through the process.

Check our web site and our new “**Promise**” magazine for updates and articles. And of course, since the Partnership made the branding transition three years ago, we would be more than happy to share our experiences as well!

CHECK OUR WEBSITE

Community Action Partnership is in the process of updating our web site. We will be including a “Community Action Brand” section that will provide information on branding and direct agencies that are in the process or thinking of migrating to the brand and link them to Partnerships that have made the change. We are pleased and proud of the many Community Action Partnerships that have embraced a distinct and genuine brand for Community Action. It will make a difference to all of us.

Community Action Graphic Partnership Standards & Style Guidelines

Introduction

***Community Action changes people's lives,
embodies the spirit of hope, improves communities,
and makes America a better place to live.
We care about the entire community,
and we are dedicated to helping people
help themselves and each other.***

Community Action Partnership: Helping People. Changing Lives. These seven words are the heart of the Community Action identity and, coupled with our logo, best communicate the promise of Community Action. When you add these seven words to your stationery, business cards, exhibits, website, or anywhere else your Community Action Agency name appears, you are telling everyone you are part of a national network and a national brand.

Graphic Standards

The following examples demonstrate the best way to present the Community Action Partnership logo in visual media. By following these simple rules, you help communicate the principles of Community Action and increase recognition of our Partnership nationwide. Refer to these MANDATORY graphic standards for rules concerning size, color, and typographic presentation of the logo and related elements.

UNAUTHORIZED USE IS PROHIBITED. The Community Action Partnership is granting a license to use the Community Action identity (logo and tag line) to members of the Community Services network. This network is defined in the Community Services Block Grant (CSBG) Act as CSBG-eligible entities, state government agencies designated by the state to carry out activities under the CSBG, state and regional associations of CSBG-eligible entities, and national organizations representing the members of the Community Services network. All other groups and individuals must receive permission in writing to use the Community Action identity (logo and tag line). Any use or reproduction of the Community Action identity must be in compliance with the rules set forth in this Graphic Standards and Style Guidelines document. Community Action Partnership is in the process of registering these service marks.

Community Action Logo: A Few DOs and DON'Ts

The Community Action graphic identity includes a logo and a tag line. The logo is a unique graphic representation designed especially for us. It consists of the "heart hug" icon and the typography of our name, Community Action Partnership. The Community Action logo represents both the caring and compassion of the heart, and the strength and optimism of Community Action.

"Helping People. Changing Lives" is our tag line. It describes the functional and emotional benefits we provide and defines what makes us unique as a network.

These graphic identity elements were designed to work together to symbolize the Promise of Community Action and it is therefore important that they be used together in a consistent manner.

The logo must always be used in conjunction with the tag line! In fact, whenever we refer to Community Action Partnership logo usage within this document, we mean the logo AND tag line! There are only TWO exceptions: you may drop the tag line if you need to reproduce the logo in a size too small for the tag line to be read. The second exception involves business cards when space is also a consideration (see Community Action Business Card Options).

Community Action Partnership Graphic Standards & Style Guidelines

Font Families and Usage

The consistent and coordinated use of type with other visual elements, such as color and the logotype, play a major role in the identification system. The Formata family of typeface is used on all stationery items and should be used in all printed material. You may choose a complimentary serif typeface for correspondence text. The ♥ may be used for bulleted copy and is a character found in the Zapf Dingbat family.

The Formata family is manufactured by Berthold and can be purchased directly from them at <http://www.bertholdtypes.com> or from Phil's Fonts at <http://www.philfonts.com> or 800-424-2977. It is not necessary to purchase the expert or condensed faces.

FORMATA FAMILY

Formata Regular:

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Formata Italic:

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Formata Medium:

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Formata Medium Italic:

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

SOME GENERAL PRINCIPLES FOR TYPE SPECIFICATION:

- ♥ Take care to limit the number of different type sizes and weights used. Simplicity of typography enhances effective communication.
- ♥ Avoid setting long headlines or text in all caps.
- ♥ Use bolder typefaces for accents such as headlines, subheads, and initial caps.

Community Action Partnership Colors

The two Community Action Partnership program colors were selected for their aesthetic qualities and impact.

The integrity of the colors must be protected, as they are an essential part of maintaining the brand. When the PANTONE® system is not available, use the CMYK color builds below or choose the closest red and blue available. The logo may also be printed in 100% black, or reversed out in white on a solid contrasting color.



PROCESS

cyan: 100
magenta: 45
yellow: 0
black: 37

PANTONE®
2955 U

RGB (for web use)

red: 0
green: 82
blue: 136
#006699



PROCESS

cyan: 0
magenta: 100
yellow: 43
black: 18

PANTONE®
207 CVU

RGB (for web use)

red: 200
green: 4
blue: 82
#CC0066

Follow these color guidelines on buttons and banners and always print on a white background with enough space surrounding the logo (see rules for logo usage).

Community Action Graphic Partnership Standards & Style Guidelines

Getting Started on a Limited Budget

Here's how you can get started without breaking the bank. First, consider the advantages of including Community Action or Community Action Partnership in your agency's name. You can affiliate your agency with the new Community Action national brand without changing your name, as we explain here, but just consider how much more powerful and better known our network would become if all 1,000 agencies were identified as part of our Partnership!

Why do we need more name recognition? Because it helps us become better advocates. How many times have you met someone who hadn't heard of Community Action and thought to yourself, if only they knew:

- They don't have to reinvent the wheel to fight poverty
- Partnership with the Community Action network means proven results
- Many nationally known programs, such as Head Start, Job Corps, and Legal Services, would not have been as successful if we didn't exist
- We are uniquely equipped to coordinate and manage the delivery of programs that remove barriers and fight the causes of poverty

Maybe you are considering a name change but, for now, want to keep your local identity and logo. No problem! Use the comprehensive Community Action Graphic Standards & Style Guidelines to guide you step-by-step as you learn how to add the new national logo to your local identity the next time you are ordering stationery, envelopes, and business cards.

Community Action Graphic Standards & Style Guidelines makes it easy if you are adopting Community Action Partnership and the new national logo as your own.

This should be cost effective and yet allow us to build brand momentum.

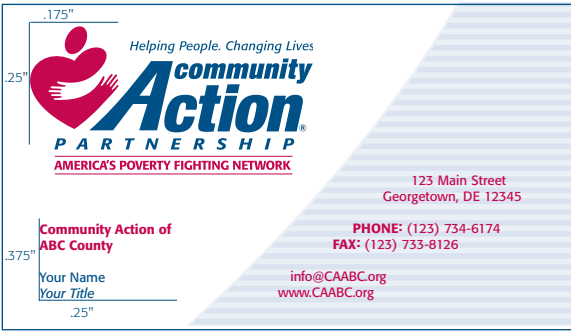
Community Action Partnership Logo Usage



- ♥ The logo with tag line should never be reproduced in a size smaller than 1" wide; below that size the type becomes illegible. The logo alone, without tag line, should not be reproduced in a size smaller than .875" wide.
- ♥ The logo may not be distorted, stretched or altered
- ♥ The logo should not be screened. in any way.
- ♥ The logo should not be reproduced on a strongly patterned background that might reduce its legibility or one that is too dark or too light. The background color should have enough contrast with the red and the blue to be clearly visible. Finally, please do not overprint the logo with text.
- ♥ The logo should retain its own integrity, and should not be used as part of another graphic element. It should always be allowed a sufficient amount of surrounding white space, at least 1 pica apart from all other elements.
- ♥ The logo may be shown within the outlines of a state or service area. Please be careful to keep the overall design simple and uncluttered. Do not include gridlines or shading that will diminish legibility. In this instance, it is still important that a sufficient amount of white space be allowed to surround the logo to keep it legible. This may not be appropriate for every state.


Community Action Business Cards

Extend the look of the new Community Action Partnership logo to the design of your business card. Ideally, the wording should be printed in black. If black is not a part of your agency's graphic identity system, and therefore printing in black is cost prohibitive, we suggest it be printed in the darkest color in your existing color scheme.

<p>AGENCY: 7/8 Pt Formata Medium U&LC, FL/RR PMS 207</p> <p>NAME: 7/8 Pt Formata Regular U&LC, FL/RR PMS 2955</p> <p>TITLE: 7/8 Pt Formata Italic U&LC, FL/RR PMS 2955</p>	 <p>Helping People. Changing Lives community Action PARTNERSHIP AMERICA'S POVERTY FIGHTING NETWORK</p> <p>123 Main Street Georgetown, DE 12345</p> <p>PHONE: (123) 734-6174 FAX: (123) 733-8126</p> <p>info@CAABC.org www.CAABC.org</p> <p>Community Action of ABC County</p> <p>Your Name Your Title</p>	<p>RULES: .046"H 10% PMS 2955 5% PMS 2955</p> <p>ADDRESS: 6/78 Pt Formata Regular U&LC, FL/RR PMS 207</p> <p>PHONE: 6/78 Pt Formata Medium UC, FL/RR PMS 207</p>
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Community Action Letterhead

Extend the look of the new Community Action Partnership logo to the design of your letterhead. Again, if you are not printing with black ink, you may use the darkest color with which you are printing for the Community Action Partnership logo.

<p>AGENCY NAME: 9.5/12 Pt Formata Medium U&LC, FL/RR PMS 207</p> <p>ADDRESS: 7/9 Pt Formata Regular U&LC, FL/RR PMS 2955</p> <p>PHONE/FAX: 7/9 Pt Formata Medium UC, FL/RR PMS 2995</p>	 <p>Helping People. Changing Lives community Action PARTNERSHIP AMERICA'S POVERTY FIGHTING NETWORK</p> <p>Community Action of ABC County</p> <p>123 Main Street Georgetown, Delaware 12345</p> <p>PHONE: (123) 234-5678 FAX: (234) 345-6789 www.CAABC.org</p>	<p>RULES: .046"H 10% PMS 2955 5% PMS 2955</p>
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