

SIGNIFY

FOCUS & SHINE

BRAND GUIDE

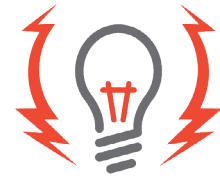
Last updated December 2016

WELCOME

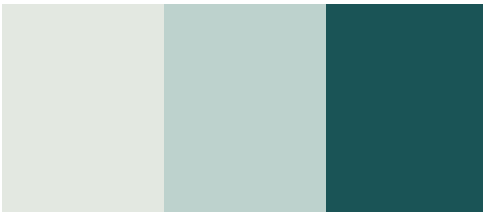
The Signify brand is the most important asset across all mediums of visual communication. It is the identity and perception created in the minds of our audience.

Our brand goes beyond logos, colors, and fonts – it embodies the overall impression in the way people think, feel and react when they encounter our name, print materials, product and website.

The brand guidelines in this manual are intended to serve as a starting point and outline for development and implementation of the Signify brand. These guidelines allow for creativity and flexibility, but special attention should be given to ensure quality and consistency across all mediums.



SIGNIFY



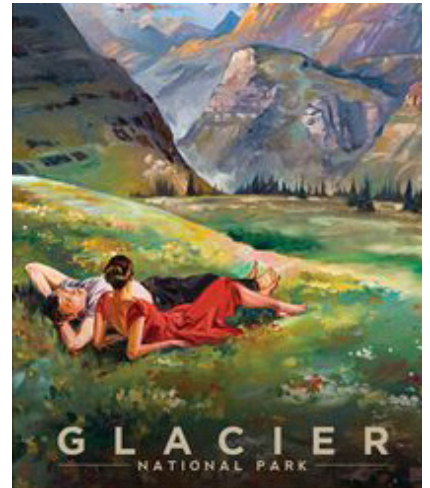
ORGANIC

WARM

OPTIMISTIC

AMBITIOUS

LEARNER



BRAND MOOD BOARD

Signify's photography is characterized by the mood board above. Texture rich and bright with natural light. Photography should include natural textures and reflect the brand keywords.

AUDIENCE
PERSONA

WHAT THEY
MIGHT
THINK

WHAT WE
WANT THEM
TO SEE

WHAT WE
WANT THEM
TO DO

**CREATIVE
PROFESSIONAL**

I need help writing copy. I don't know how to talk about what I do without sounding cheesy. I can help others with strategy but I'm lost when I look at my own business.

Encouragement and hope. Resources and helpful content on writing.

Share about Signify resources.
Purchase a PDF.

**SOCIAL JUSTICE
ORGANIZATION
/ NONPROFIT**

I'm lost in the day to day. I'm behind on everything. I need extra help, but we can't afford another full timer.

Resources and content on planning their marketing initiatives. The value of hiring Signify - more donations, happier board, more insight into the mission, etc. Case Studies.

Purchase writing services.
Book a consultation.
Purchase a PDF.

**SMALL BUSI-
NESS / SOCIAL
ENTERPRISE**

I need to generate more revenue and tell my story better. I am on a small budget, but I'm willing to make investments that will lead to growth.

Resources and content on growing a business. The value of hiring Signify - more revenue, happier clients, more insight, etc. Case Studies.

Purchase writing services.
Book a consultation.
Purchase a PDF.

NAME AND LOGO

SIGNIFY
IS THE NAME OF OUR COMPANY.

OUR LOGO HAS FIVE LAYOUTS:



VERTICLE



VERTICLE WITH TAGLINE



HORIZONTAL

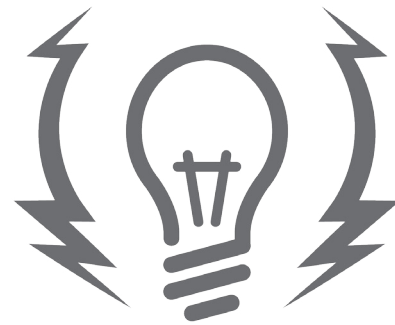


HORIZONTAL WITH TAGLINE



LOGO MARK

USING THE COLOR VARIATIONS



The Signify logo can appear in four color variations. Use the original color variation when ever possible. Use the white variation over dark or photo backgrounds. Use the white, red or grey in cases when only one color is available.

BRAND COLORS

RED #ee4933	PANTONE 179 C	RGB 237 / 72 / 51	CMYK 1 / 87 / 88 / 0
GREY #6d6e71	PANTONE 424 C	RGB 108 / 109 / 112	CMYK 59 / 50 / 47 / 15
CHARCOAL #39383a	PANTONE Black 7 C	RGB 57 / 56 / 57	CMYK 69 / 63 / 60 / 53
SAFFRON YELLOW #f7b82b	PANTONE 7409 C	RGB 247 / 184 / 43	CMYK 3 / 29 / 95 / 0
CLOUD #e3e8e1	PANTONE 621 C	RGB 227 / 323 / 225	CMYK 10 / 4 / 10 / 0
SKY #bdd2cd	PANTONE 623 C	RGB 189 / 210 / 205	CMYK 26 / 8 / 18 / 0
RIVER #1a5456	PANTONE 7476 C	RGB 26 / 84 / 86	CMYK 88 / 50 / 57 / 32

TYPOGRAPHY

Raleway

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

Arvo

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

WHENEVER POSSIBLE USE THE FOLLOWING FONT STYLES.

HEADERS

Use Raleway Medium, Tracking 160 Optional

HEADER 2

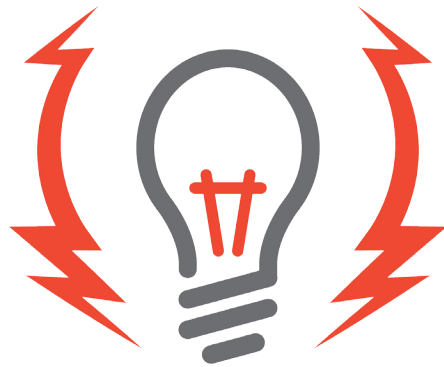
Use Arvo Regular, Tracking 100 Optional

HEADER 3

Use Raleway Extra Bold, Tracking 200 Optional

Paragraph Text

Use Raleway in Regular, *Italic*, and **Bold** as needed



THANK YOU

Thank you for taking the time to learn
more about the Signify brand.