

# brand guidelines



# introduction

## WHY BRAND GUIDELINES?

Brand guidelines influence consistency in communication and help build positive brand recognition.

They ensure that the strength of our brand is protected so that it continues to create value for the work done through our organization.

To effectively communicate about Urban Alliance, our professional services and the impact of the work done through Urban Alliance, please refer to these brand guidelines.

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**URBAN ALLIANCE** is a collective impact organization located in East Hartford, Connecticut. We seek to inspire hope, build momentum and provide opportunities for sustainable transformation in the lives of many.

**OUR MISSION** is to create opportunities for people to achieve lasting change in their lives through the collaborative work of churches and organizations in our local community.

**OUR VISION** is to see people become spiritually, physically, economically and socially healthy and whole as God intended.

## IMPACT AREAS

The work done through Urban Alliance is focused on having meaningful, long-lasting impact.

With a vision of seeing people become healthy and whole, we focus on areas where the potential exists to have the greatest impact. These areas include basic needs, health, and children and youth.

## TAGLINE

Leveraging strengths to change lives.

## BRAND ATTRIBUTES

As we communicate to both internal and external audiences, we keep in mind our brand attributes, words that convey Urban Alliance's personality.

These words should be referred to as we collectively align key messages.

- Professional
- Friendly
- Engaging
- Progressive
- Trustworthy

# visual identity

## LOGO VARIATIONS

An Urban Alliance logo should be present in every Urban Alliance document that is distributed to the public.

Our logo is designed for specific uses to maintain consistency and the integrity of our brand.

### SIZE REQUIREMENTS

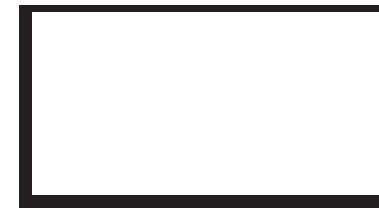
Our logo should be used in the highest resolution required for clarity. For printed material placement, the logo should be no less than 200dpi and for web placement, no less than 72dpi.

Minimum height: 0.5 inch

### CLEAR SPACE REQUIREMENTS

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility.

Minimum clear space: An outer clearance equal to at least one sixth of the height of the logo.



(shows clear space)



DO NOT

- add a color other than white inside the logo
- stretch or distort the logo
- change the color of the logo
- change the size relationship between logo elements
- flop the logo
- add effects to the logo



- use patterns in the clear space
- use off-brand colors in the clear space
- allow text inside the clear space
- use graphic elements inside the clear space

URBAN ALLIANCE is a collective impact organization located in Hartford, Connecticut. We seek to inspire hope, build momentum and provide opportunities for sustainable transformation in the lives of many.



URBAN ALLIANCE is a collective impact organization located in Hartford, CT. We seek to inspire hope, build momentum and provide opportunities for sustainable transformation in the lives of many.



# visual identity

## COLOR PALETTE

The colors in our palette are complimentary, bold and inviting. We use three primary colors for our brand in addition to black, white and gray. These colors are the only colors that should be used in Urban Alliance materials that are distributed to the general public.



purple



orange






gold



supporting  
grays

## PRINT

## DIGITAL

Urban Alliance signature colors	Pantone Color (for color matching)	Process Color Equivalent				RGB Equivalent			HEX Equivalent #_ _ _ _ _
		C	M	Y	K	R	G	B	
	2735 C	<i>(revised)</i> 97	100	0	4	69	65	149	#454195
		<i>(old)</i> 87	88	1	2				
	158 C	<i>(revised)</i> 0	62	95	0	234	140	42	#ea8c2a
		<i>(old)</i> 0	50	93	5				
	124 C	<i>(revised)</i> 0	30	100	0	236	196	119	#ecc577
		<i>(old)</i> 1	18	59	6				

## TYPEFACES

We primarily use sans serif fonts, with the exception of longer articles and documents.

The following sans serif fonts are acceptable to use for materials that are distributed to the general public:

Avenir 35 Light  
**Avenir 95 Black**  
Avenir 45 Book

**Futura Medium**

Calibri Regular  
**Calibri Bold**

The following serif font is acceptable to use for body copy within longer documents that are distributed to the general public:

Times New Roman  
**Times New Roman Bold**

The quick brown fox jumps over the lazy dog 12345 (Avenir Light)  
**The quick brown fox jumps over the lazy dog 12345 (Avenir Black)**  
The quick brown fox jumps over the lazy dog 12345 (Avenir Book)

**The quick brown fox jumps over the lazy dog 12345 (Futura Medium)**

The quick brown fox jumps over the lazy dog 12345 (Calibri Regular)  
**The quick brown fox jumps over the lazy dog 12345 (Calibri Bold)**

The quick brown fox jumps over the lazy dog 12345 (Times New Roman)  
**The quick brown fox jumps over the lazy dog 12345 (Times New Roman Bold)**

# visual identity

## PHOTOS

The photos we use have a high standard of quality and strong composition, point of view and inviting tone.

We use images taken by Urban Alliance staff as often as possible, but also use stock photography if a desired image is not in our library.

For printed material placement, photos should be no less than 200dpi and for web placement, no less than 72dpi.

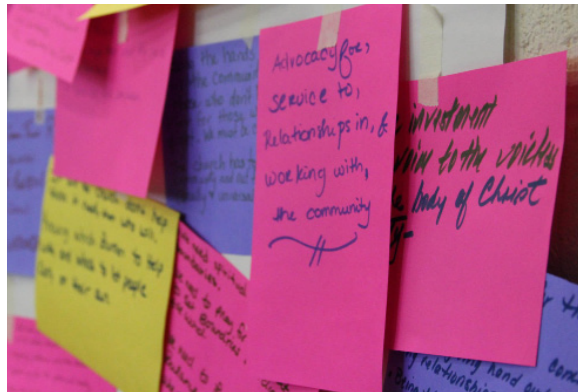
Appropriate photo credit should be given at all times, including when an image is submitted to Urban Alliance for use.

Photos should only be edited by Urban Alliance's communications department.

Examples of photos and credits:



Photo by Urban Alliance staff



(Sarah Thompson / Urban Alliance)



Photo courtesy of Valley Community Baptist Church



## PRINT COLLATERAL

Printed materials are palpable representations of our brand, and should always be printed with the highest standard of quality. Please refer to these guidelines when printing materials that will be distributed to the public:

- do not print color documents in black and white
- do not use a printer that is low on ink
- do not use a printer that does not accurately match UA colors
- do not print any brochures or postcards on UA printers
- do use high quality paper and letterhead
- do submit materials to be proofread
- do make sure your document fits on the page
- do submit print order for important pieces

## EMAIL SIGNATURES

Email signatures are one of the most cost-effective branding and marketing tools available, so consistency is key. Please use this template for any email signature that is sent from an Urban Alliance email account.

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**Urban Alliance** | Leveraging strengths to change lives

[www.urbanalliance.com](http://www.urbanalliance.com) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [e-news](#)

## WRITING STYLE

We generally implement Associated Press (AP) style in our public documents.

AP style guidelines should be referenced for information on punctuation, spelling, abbreviations and formatting.

### COMMAS

Do not use the oxford comma, or the last comma before the conjunction in a series.

### DATES

Do not use “st, nd, rd or th” when listing dates.

### TIME

Use the format of lower case letters (am or pm) when listing times.  
Example: 8:00am-2:00pm

### PHONE NUMBERS

Phone numbers should be separated by periods or dashes.

### BULLET POINTS

Do not punctuate bullet points with commas or semicolons. If the list includes full sentence, punctuations are used as appropriate.

### NUMERALS

In general spell out one through nine. Uses figures for 10 or above.

### CAPITALIZATIONS

In body copy, only proper names should be capitalized, including Urban Alliance, initiative names and church or organization names. Words like “initiative,” “participant” and “network” should not be capitalized.

When listing names and titles, use the following formats:

Jane Smith, Urban Alliance’s Director of Formatting and Writing or Jane Smith is a director of formatting and writing.

### ITALICS & UNDERLINING

Use italics to identify book titles and publications, and very rarely use underlining for any reason.

Use italics for UA job titles that follow “Director of Implementation”.

## AUDIENCES

### OUR CORE AUDIENCES

#### PUBLIC

Community residents  
Community service providers  
Elected and appointed officials

#### NETWORK

Church members  
Church leaders  
Christian organization leaders

#### PHILANTHROPIC

CEOs  
Donors  
Volunteers

Brand voice should be used and interpreted as it relates to our key audiences by using plain language and adjusting the formality of language used while always maintaining professionalism.

Plain language is communication designed to meet the needs of the intended audience, so people can understand information in a way that is important to them. It is language that is understandable.

Our materials should be rich in content, but easily and quickly digested by readers. In doing so, any materials that are distributed to the general public should fall within the 9-12 grade reading level as measured by the Flesch-Kincaide formula.

When possible, use language other than “join us,” to help clarify who the message is from. Because we work with a collaborative group of organizations and individuals, we should be careful to craft our messages in a way that does not confuse our audiences.

**TIP:** Measure readability in Microsoft Word by activating the spellcheck tool:  
File > Options > Proofing Menu > Mark “Show Readability Statistics” Checkbox.  
Statistics will show after conducting a spell check.

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