

CHANGEWELLPROJECT
PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

BRAND GUIDELINES

First Edition **November 2022**

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1

INTRODUCTION

1.1 Welcome

A well articulated brand aligns an organization’s purpose, method and value, and ensures consistent communication, positioning and recognition. Brand consistency builds reassurance, trust and confidence in the minds of internal and external audiences. Credibility around a strong brand allows organizations to acquire more financial, human and social resources and the authority to deploy them efficiently and effectively. At every step in an organization’s strategy and evolution, a strong brand is critical in helping to build operational capacity, galvanize support, and maintain focus on the social mission.

As we seek to strengthen our partnerships, grow our organization, and raise awareness around the challenges facing counties and tribal communities, our brand needs to support our mission and act as a catalyst for opening doors and inspiring conversation.

The touch points and opportunities for this include internal and external communications, marketing channels and social platforms. However it all begins with organizational focus, definition and alignment around doing what we say we do and being who we say we are.

These guidelines encompass aspects of the Change Well Project brand, from mission and vision to color and typography. They establish standards and boundaries for the overall tone, voice, and look and feel. They are here to help and inspire you to best support our brand through any form of communication.

1.2 Mission and Vision

Mission

Change Well Project supports the transformation of social service systems into equitable, interconnected ecosystems of healing that are directly informed by the needs and experiences of vulnerable individuals and families.

Vision

We envision a world where all communities are able to provide vulnerable community members the holistic supportive services they need to achieve stability, self-sufficiency, and wellbeing.

1.3 Core Beliefs

Confront and Dismantle

Social services programs must confront and dismantle historic and current inequities in their system.

Center on Experience and Need

Social services programs must center the experiences and needs of participants in their system at all times when transforming their service-delivery approach.

Access and Development

Community members should not only have access to the services they need to thrive—from housing and disability benefits to mental health services and a universal basic income—but they also should play a critical role in developing social service systems through their lived experience.

Ensuring Without Preconditions

Ensuring individuals and families have affordable housing and sufficient income, without preconditions, is what will transform our communities.

Direct Investment

Social service systems must invest directly in individuals and families.

Individual Value

Every individual has something valuable to contribute to our communities if allowed the space and opportunity to speak.

A large, stylized number '2' in a dark red color, centered on the page. The number is composed of two thick, rounded strokes. The top stroke curves from the left to the right, and the bottom stroke is a horizontal bar that extends from the left to the right, meeting the end of the top stroke.

COMMUNICATION

2.1 Tone and Voice

Change Well Project communications should reflect who we are as an organization. Our voice must always align with our vision, and mission. This word map showcases our tone of voice, and should inspire the empowered language of our brand:

*The Change Well Project works to **transform** social service systems to **empower** marginalized individuals and families and **create equitable, thriving communities**. Our approach focuses on helping social service leaders **strengthen** individual programs—while **developing integrated** community ecosystems and allowing vulnerable individuals and families to **thrive**.*

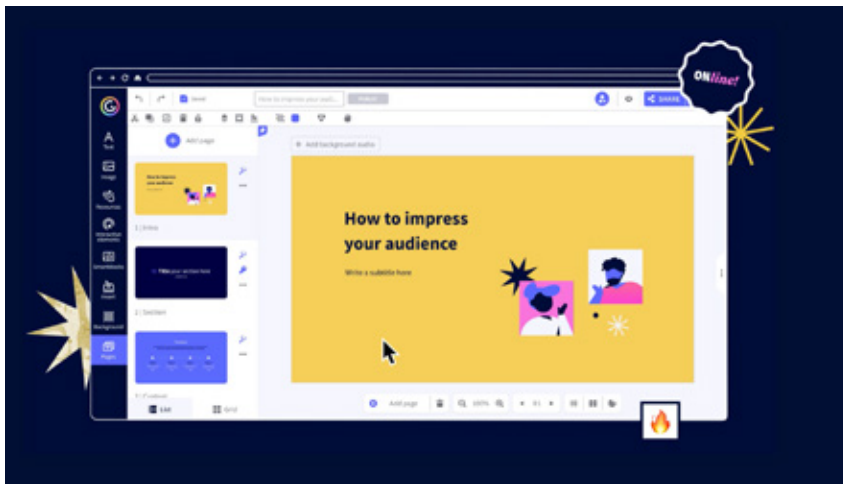
transform
empower
integrated
create
equitable
thriving communities
developing
strengthen

2.2 Special Content

With a clean, clear, interactive presentation we are more likely to engage with and build a rapport with our audience. Powerful imagery and thought-provoking interaction are excellent tools for connecting our audience to our message.
Follow brand guidelines to ensure these designs are aligned with our image.

GENIALLY - [HTTPS://GENIAL.LY/](https://genial.ly/)

Use this platform to create interactive presentations, animated graphics, and multimedia e-learning materials.



INFOGRAPIA - [HTTPS://INFOGRAPIA.COM/](https://infograpia.com/)

Use this platform to create impactful pitch decks, business reports, and marketing visuals.



2.3 Email Signature

An email signature is the perfect opportunity to brand every message we send.

It establishes and reinforces who we are as an organization. By creating a cohesive email signature for each member of our team, we create and reinforce brand recognition while effectively providing essential outreach and contact information.

First Name Last Name
Complete Job Title
Pronouns: -- / -- / --
@changewellproject
c: 555-555-555
e: abcde@changewellproject.com
w: www.changewellproject.com

CHANGEWELLPROJECT

Trebuchet and “Narrow” are supported email fonts that can simulate our brand typeface, Montserrat Regular and Condensed.



3.1 Components

The Change Well Project logo consists of our name and tagline in a specific type treatment with specific spacing and color palette.

These components should never be altered outside the rules of this guideline.



3.2 Clear Space

To provide the required clear-space around the logo, use the last two letters (“CT”) - in the same height as the logotype - as a guide.

Try to maximize clear space whenever possible.



3.3 Scale

The Change Well Project logo must perform well at all sizes.

Use the guidelines below for proper implementation. The small logo has been modified to remain legible below the threshold size. The small logo should be used when rendered at a size between 96px wide and 144px wide.

FULL SIZE LOGO



CHANGEWELLPROJECT
PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

144 pixels / minimum for full size logo



CHANGEWELLPROJECT
PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

SMALL LOGO

Tagline becomes illegible and is removed at small sizes. Logo should never be used smaller than 96 pixels.



CHANGEWELLPROJECT

3.4 Variations

The Change Well Project logo must perform well in all scenarios.

Logo variations are designed to suit different formats, platforms and channels. Use these accordingly to suit your circumstances.

PRIMARY DESIGN

CHANGEWELLPROJECT
PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

CHANGEWELLPROJECT
PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

STACKED DESIGN

**CHANGE
WELL
PROJECT**

PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

**CHANGE
WELL
PROJECT**
PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

3.5 Full Color

The full-color logo should be used on white or solid light colored backgrounds that offer enough contrast for clear legibility.

Avoid using the full-color logo on photographs unless the logo sits on a light area that offers enough contrast for clear legibility.



3.6 White

The white logo should be used on black or solid dark colored backgrounds that offer enough contrast for clear legibility.

Avoid using the white logo on photographs unless the logo sits on a dark area that offers enough contrast for clear legibility.



3.7 Misuses

Do not overprint or obstruct any part of the logo



Do not add special effects to the logo



Do not modify spacing or proportion



Do not change the color



3.8 Logo Signatures

The Change Well Project logo must be used as the organization’s brand signature. The signature is to be applied consistently to all Change Well Project materials, assets and partnership endeavors to provide visual recognition and attribution to the organization as a whole.

The brand signature should be applied to the lower right hand corner of a one-page piece or on the first and last page of a multi-page piece whenever possible.

It should always structurally align within the layout composition and not feel like an outlier calling unequal attention to itself. The size should create a subtle reference and be balanced within the context of each communication piece.

For partner projects the logo should lock-up with the partner logo, following the brand spacing protocols (outlined on page 12), and utilizing a gray divider rule with equal spacing on both sides.

If the project is lead by Change Well, our logo should read first - aligned to the left of the partner logo. If the project is lead by the partner then our logo should align to the right of their logo.



INDEPENDENT PROJECT
Logo signature on the first and last page of a multi-page piece



PARTNER PROJECT
Change Well Project lead

Project leader logo positioned on left
Gray divider rule between partner logos
Equal spacing on both sides of gray rule



COLOR

4.1 Primary

Core characteristics of the organization and mission were utilized to determine the color palette. Themes of security, stability, strength and growth inform the brand palette.

Use these color proportions in any layout or collateral design. Text should always be set in soft black or white. Red, yellow and forest can be used as accent colors in the proportions shown here.

How we see color is highly dependent on the medium. Pixels on a screen will produce color differently than ink on paper. To best represent the colors, ensure you're choosing the right version for the medium.

DIGITAL

When using a digital platform, use RGB (Red Green Blue), which is the setting for color on screens. Hex is the web format for RGB.

PRINT PRODUCTION OR MERCHANDISE

When producing projects that require a professional manufacturer or printer, use the Pantone color match. Pantone is a standardized color system used by various printing industries.

STANDARD FOUR-COLOR PRINTING

When using a standard printing method such as laser, ink-jet or offset, use CMYK (Cyan Magenta Yellow Black), which is a color space designed for modern printers.

This should not be used on digital executions like social media, email, etc.

WHITE	
HEX	ffffff
CMYK	0-0-0-0
RGB	255-255-255

BLUE	
HEX	06375D
CMYK	100-81-38-29
RGB	6-55-93

GREEN	
HEX	13BDC2
CMYK	71-0-28-0
RGB	19-189-194

RED	
HEX	8A2742
CMYK	33-94-60-27
RGB	138-39-66

YELLOW	
HEX	C9A84B
CMYK	22-31-85-1
RGB	201-168-75

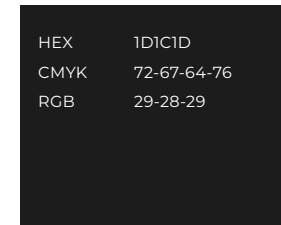
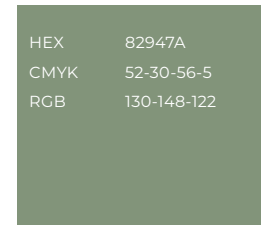
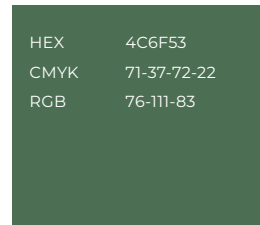
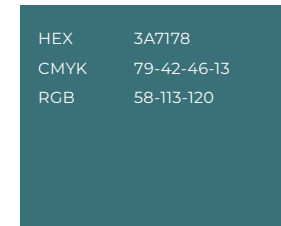
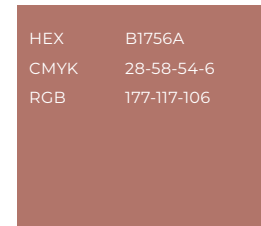
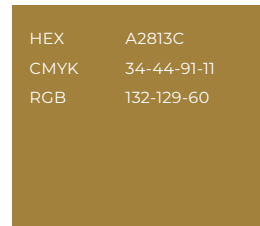
FOREST	
HEX	4C6F53
CMYK	71-37-72-22
RGB	76-111-83

4.2 Secondary

Do not use secondary colors for text. Only use white (ffffff) text over secondary color backgrounds. Use the text pairings on the right as a guide for accessibility*. Secondary colors can be used with our core colors, but this should be limited.

Always slightly temper the contrast between your text and background color. For example: use soft black text (1D1C1D) on a pure white background. Stark contrast can result in blurred or moving text for people with Irlen syndrome.

** Color contrast requirements apply to text and graphics that are essential for understanding the content or functionality. You don't need to meet color contrast requirements for incidental graphic elements.*



5

TYPOGRAPHY

5.1 Typeface

Fonts and typography play a huge part in how our brand looks, feels and expresses our personality. Similar to color, our typeface represents the tone and values of our brand.

Montserrat is the principle typeface for the Change Well Project brand. It is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011. It was inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighborhood of Buenos Aires.

It fulfills a range of uses from impactful, bold headlines to smaller hierarchical headings. This type family offers legibility, efficiency, personality and helps us to create brand recognition through consistent use.

Free open-source downloads can be found through the official Google Fonts website:
<https://fonts.google.com/specimen/Montserrat>

Montserrat

**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**

Montserrat Family

Montserrat Light

Montserrat Light Italic

Montserrat Medium

Montserrat Medium Italic

Montserrat Semibold

Montserrat Semibold Italic

Montserrat Regular

Montserrat Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Extrabold

Montserrat Extrabold Italic

Montserrat Black

Montserrat Black Italic

5.2 Using Type

Follow these simple rules to keep our fonts and typography clear, legible and on brand.

Headline Text is set in Montserrat Bold. Always typeset with Optical kerning and set the tracking to 25. When typesetting headings on the web, set the letter spacing to .5px for smaller headlines and 1.25px for larger headlines.

Montserrat Bold

Body Text is set in Montserrat Regular. Always typeset with Optical kerning, set the tracking to 0. Do not set in all-caps or all-lowercase. When typesetting on the web, set the letter spacing to 0px.

Montserrat Regular

Captions and small label text are set in Montserrat Regular. Always typeset with Optical kerning, set the tracking to 20. This treatment could be used in all-caps. When typesetting on the web, set the letter spacing to 0px.

Montserrat Regular

5.3 Examples

The following is a sample of an ideal font stack using Montserrat Bold for headlines, Montserrat Regular for paragraph text, Montserrat Light for pull quotes, and Montserrat Regular for captions.

The exact point sizes and leading are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed.

However, the general proportions, weights, and notes on kerning and tracking should be kept intact for all layouts.

H1
Montserrat
Bold 25pt

Headline Text

H2
Montserrat
Bold 15pt

Headline Text

PARAGRAPH
Montserrat
Regular 12pt

Paragraph text lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean diam mi, pulvinar an effiur a, vestibulum ut urna. Sed bibendum, sem non consectetur suscipit, ante magna lobortis purus, ut vulputate lacus.

PULL QUOTE
Montserrat
Light 18pt

Paragraph text lorem an ipsum dolor sit amet, consectetur adipiscing elit. Aenean diam mi, pulvinar an effiur a, vestibulum ut urna. Sed bibendum, sem non consectetur suscipit, ante magna lobortis purus, ut vulputate lacus.

CAPTION
Montserrat
Regular 7pt

Caption text lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean diam mi, pulvinar an effiur a, vestibulum ut urna. Sed bibendum, sem non consectetur suscipit, ante magna lobortis purus, ut vulputate lacus consectetur.

6 PHOTOGRAPHY

6.1 Color + Style

We use photography to connect with our audiences and bring our work to life. It helps us to tell stories that engage across all our communications – whether it's highlighting communities, issues and challenges, or being used to create insightful, effective campaigns.

Photography is powerful and when used within the parameters of these guidelines, can help us to realize our initiatives and goals.

Our photos focus on showcasing the potential of children, families, and communities, the volunteers, researchers, and funders working to transform communities. Our photography speaks to how each and every one of us has a part in empowering change.

Images should have emotional impact, narrative, and diversity. All photography should appear in natural light and color, unfiltered, unposed and approachable while striking a tone between driven/serious and relational/fun.



6.2 One Color

When a simple, minimal feel is needed, black and white and/or duotone photography can be used.

This allows images to emphasize our brand colors and creates a simpler, softer visual element for layouts.



6.3 Free Photos

Unsplash

<https://unsplash.com/>

Vecteezy

<https://www.vecteezy.com/>

Freepik

<https://www.freepik.com/>

Pixabay

<https://pixabay.com/>

Stockvault

<https://www.stockvault.net/>

Pexels

<https://www.pexels.com/>

Picjumbo

<https://picjumbo.com/>

Rawpixel

<https://www.rawpixel.com/>



Unsplash

photo by Brandon Griggs

[brandon-griggs-wR1TKBaB86U-unsplash.jpg](https://unsplash.com/photos/brandon-griggs-wR1TKBaB86U-unsplash.jpg)

A large, stylized number '7' in a light brown color, centered on the page. The '7' has a thick, blocky appearance with a slight shadow effect.

SOCIAL MEDIA

7.1 Best Practices

Social media and social listening can improve our ability to engage with our community and further our reach, as well as our mission. It presents unique opportunities to connect by responding to questions and comments or facilitate new conversations and learning. In many ways social media can be our front-line for building brand awareness, reputation and audience participation – far beyond the local reach.

With an understanding of a few best practices we can leveraged social media to further develop our capabilities and positive outcomes, and accelerate progress toward a world where positive life outcomes are achievable for all.

Setting clear goals: We can leverage social media to promote collaboration, transparency, and equity. Knowing our goals will make it easier to develop effective content, track progress and make an impact.

Proofreading and fact checking: Readers will hold us accountable to the accuracy of our information. Small errors can happen, but can reflect poorly on our organizations' professionalism and trustworthiness. Share information only when it is 100% confirmed.

Planning: Create a weekly (or monthly) schedule that allows consisting and variety. A social media scheduler can help to plan content in advance and schedule posts to be sent out automatically. Features are built into these programs to teach how to build a bigger following and increase engagement. Some contain analytical tools to track the optimum times to post, and what content is working best for followers. However, scheduled posts cannot be left unattended – during times of regional or national tragedy, for example, posts and campaigns may need to be paused and rescheduled.

Consistency of voice: Our editorial voice is described as empowering, transformative and strong. Centering our content around these themes helps our audience to know who we

are, relate on a human level and trust our authenticity. Refer to page 7 for more on our tone of voice.

Interactive content: Unlike static content, interaction creates a more engaged experience. When visitors are active there's a greater sense of belonging and are more likely to click through, participate and become involved. Examples of interactive content: Twitter polls, Q&A session through Instagram Stories, Facebook surveys, request followers share their story through a status update.

Key areas of focus:

- Promote awareness
- Build communities
- Inspire action
- Share our impact



8.1 Contact

For questions please contact:

Elena Fiallo, Managing Director

Rebecca Watson, Managing Director

cwleadership@changewellproject.com

www.changewellproject.com 

@WeChangeWell 

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