



# VILLAGE BRAND TOOLKIT: VISUAL IDENTITY

PREPARED BY *mission minded* • MAY 2018



# BANDING TOGETHER MAKES VILLAGES MORE MIGHTY

---

Providing resources that help villages make a greater impact is one of the highest priorities of Village Movement California. This Village Brand Toolkit, focused on amplifying villages' local marketing and communications, is just one example of our efforts.

In partnership with Mission Minded, a branding firm that works exclusively with nonprofits, Village Movement California has developed a set of powerful tools to help you organize, prioritize and speak to the hearts and minds of your village's target audiences.

We know that many villages don't have the resources to develop a consistent visual identity—the strategic and consistent visual signals that help attract members and supporters. Here you'll find a system that every village across California can choose to use in their marketing and communications materials and tools.



# WHAT'S INSIDE

---

Introduction .....	2
Visual Identity Basics .....	4
Village Logo .....	5
Village Icon .....	7
Village Tagline .....	9
Village Color Palette .....	10
Village Typography .....	11
Village Photography .....	12
Available Templates .....	14
Case Studies .....	16
Member Badge .....	19
Resources .....	20



# VISUAL IDENTITY BASICS

## A DISTINCTIVE VISUAL IDENTITY COMMUNICATES VILLAGES' PERSONALITY AND VALUE PROPOSITION.

A clear, consistent visual identity is a shortcut that allows people to recognize a village instantly, and associate the way a village looks with the values villages hold and the work villages do. Using it consistently aids in building visibility, awareness and recognition.

The visual identity system developed for the Village Brand Toolkit is closely related to the look of Village Movement California itself. This is an intentional, strategic choice. After research and exploration of possible visual directions for the Village Brand Toolkit, village leaders working with Village Movement California understood that by sharing brand and visual identity elements, both Village Movement California and villages across the state have the opportunity to build greater recognition of who we are as well as greater equity in the ideals for which we stand. Villages will then also be better positioned to benefit from the promotion that Village Movement California does at the statewide level.

### VISUAL IDENTITY ELEMENTS INCLUDE (BUT ARE NOT LIMITED TO):

- Logo
- Color palette
- Photography style
- Typography
- Stationery
- Website
- Email signatures
- Member materials
- Newsletters and e-newsletters
- Promotional items (t-shirts, pens and other giveaways)
- All collateral (ads, posters, signs, name tags, brochures, etc.)

### VALUE PROPOSITION:

When I connect with my village, I feel energized, because I am part of a powerful, expansive community. Together, we're creating what comes next in our lives.

### VILLAGE PERSONALITY:

- Vibrant
- Future-Focused
- Trailblazers
- Confident
- Compassionate



# VILLAGE LOGO

The Village Logo is a simple graphic signal that communicates essential village concepts.

## CUSTOM LETTERFORMS

Unique shapes reflect the diversity of our locations and membership

## SKY BLUE

Our signature color conveys Californian optimism—we are future-focused and confident

## ORANGE HIGHLIGHT

The vibrant orange contained in the letter “A” represents the warmth and energy members create

## CIRCLE

The circular container suggests a compassionate and caring community, as well as the spotlight we shine on aging

Village Name Here  
Name Second Line

## CENTERED NAME

The appearance of the village name emphasizes a friendly, supportive and impactful organization



# VILLAGE LOGO CONTINUED

Village Movement California has prepared logo files for every village across California.



**Village Name Here**  
**Name Second Line**

DOWNLOAD THE LOGO: [www.VillageMovementCalifornia.org/village-logo/](http://www.VillageMovementCalifornia.org/village-logo/)



# VILLAGE ICON

The standalone Village Icon can be used on Facebook, other social media platforms and in other places where a small branding graphic is requested. It can also be paired with a village's existing wordmark. See case studies for examples.



DOWNLOAD THE ICON: [www.VillageMovementCalifornia.org/village-icon/](http://www.VillageMovementCalifornia.org/village-icon/)



# VILLAGE ICON CONTINUED

## CONSISTENCY BUILDS VALUE

For best results, always use the icon and logo files provided.



Do not change  
icon typography.



Do not distort  
the icon or logo.



Do not change  
the icon colors.



# VILLAGE TAGLINE

The Village Tagline emphasizes the role we play in changing the experience of aging. Its simplicity conveys confidence: we will get this done. The use of periods causes the viewer to pause, then consider and envision each word's independent meaning. Together, the words communicate a strength and solidarity of purpose.

Villages can choose to use the tagline as a graphic or as text. If your village will continue to use an existing logo or visual identity, it can replace an existing tagline or serve as a new one. If your existing materials don't have a good space to place a tagline, it can also be used as a lead headline. See the case studies for examples.

AGING.  
BETTER.

STACKED

AGING. BETTER.

HORIZONTAL

DOWNLOAD THE TAGLINE GRAPHIC: [www.VillageMovementCalifornia.org/village-tagline/](http://www.VillageMovementCalifornia.org/village-tagline/)

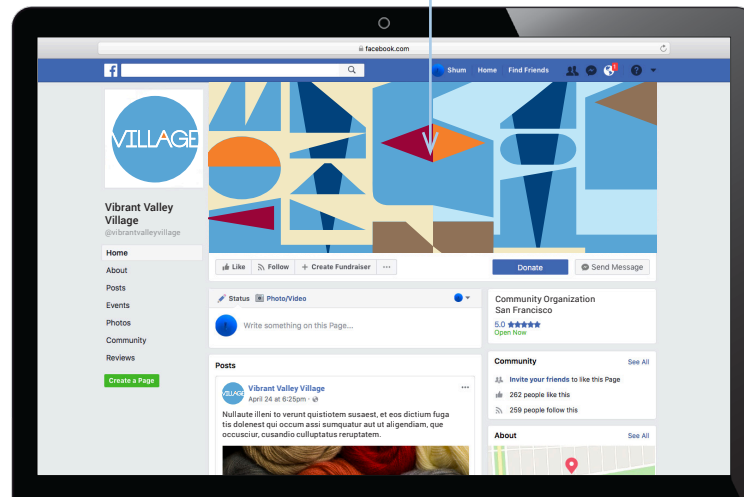


# VILLAGE MOSAIC

The mosaic adds visual interest and texture to the village identity. It signals the diversity of villages, our members and our supporters. It communicates our vibrancy. The mosaic also reinforces the connection of individual villages to Village Movement California and the power of community to transform the experience of aging.

The Village Mosaic is included in all the templates.

MOSAIC



# VILLAGE COLOR PALETTE

Our system of colors works to signal our energy and vitality.

## SIGNATURE COLORS

The sky blue and energetic orange create vibrancy because they are complementary colors—meaning they sit opposite each other on the color wheel. Always start with these colors.

## SECONDARY COLORS

Dark accents can be used for emphasis for things like subheads and short callouts. Light accents can be used for backgrounds of sidebars or longer callouts. In general, pick one dark accent and one light accent and use it consistently throughout a single communication piece.

### Signature Colors

SKY BLUE



ENERGETIC ORANGE



### Dark Accents

DARK BLUE



MAROON



### Light Accents

LIGHT BLUE



IVORY



### Print Colors

C60 M19 Y1 K4

C0 M62 Y95 K0

C100 M69 Y7 K30

C8 M100 Y55 K37

C23 M0 Y1 K0

C3 M5 Y26 K2

### Screen Colors

R123 G175 B212

R232 G119 B34

R0 G47 B108

R155 G39 B67

R185 G217 B235

R223 G209 B167

### Pantone Color

PMS 542

PMS 158

PMS 294

PMS 194

PMS 290

PMS 7500



# VILLAGE TYPOGRAPHY

Consistent use of typography is an easy and effective tool for making communications more recognizable. Montserrat is a modern, open and legible typeface. Its friendly and approachable letterforms suggest the welcoming community offered by a village.

INSTALL FONTS ON YOUR PC:

[www.wikihow.com/Install-Fonts-on-Your-PC](http://www.wikihow.com/Install-Fonts-on-Your-PC)

INSTALL FONTS ON YOUR MAC:

[support.apple.com/en-us/HT201749](https://support.apple.com/en-us/HT201749)

**MONTSERRAT:** Montserrat is a free typeface offered by Google Fonts.

**Montserrat Regular**  
*Montserrat Regular Italic*  
**Montserrat Bold**  
***Montserrat Bold Italic***

DOWNLOAD MONTSERRAT: [fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

**ARIAL:** If Montserrat can't be accessed or downloaded, use Arial instead.  
Arial is available on most computers.

**Arial Regular**  
*Arial Regular Italic*  
**Arial Bold**  
***Arial Bold Italic***

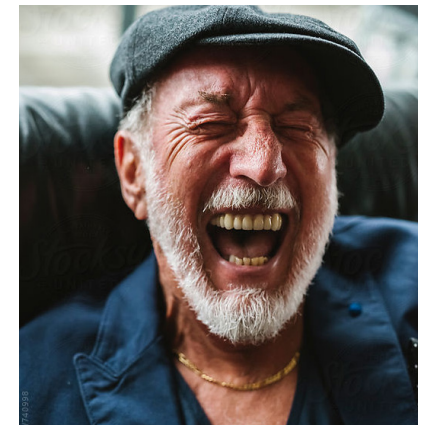
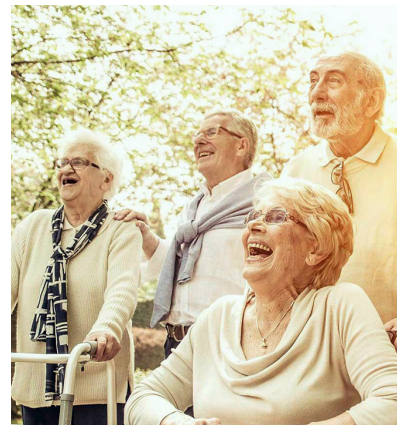


# VILLAGE PHOTOGRAPHY

Always use the highest-quality images available. Quality photos are those that tell a story and are shot with an attention to composition and detail. Preferred highlight photos depict a positive outlook on the possibilities for aging as well as a glimpse into a supportive and optimistic community where members can rely on one another.



## SHOW ACTION



## CAPTURE VIBRANT EXPRESSIONS



# VILLAGE PHOTOGRAPHY CONTINUED

Always use the highest-quality images available. Quality photos are those that tell a story and are shot with an attention to composition and detail. Preferred highlight photos depict a positive outlook on the possibilities for aging as well as a glimpse into a supportive and optimistic community where members can rely on one another.



## ENGAGE IN THE MOMENT



## FIND DETAILS OF COMPASSIONATE ACTIONS



# AVAILABLE TEMPLATES

Village Movement California members can download files and graphics for immediate use. Local village logos can then be inserted. Versions with and without the tagline graphic are available.



**BUSINESS CARD**



**STATIONERY**

DOWNLOAD TEMPLATES AT: [www.VillageMovementCalifornia.org/village-templates/](http://www.VillageMovementCalifornia.org/village-templates/)

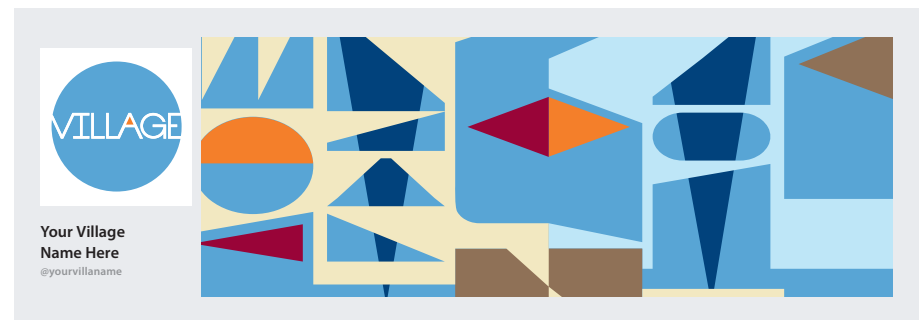
# AVAILABLE TEMPLATES



**FLYER**



**E-NEWSLETTER HEADER**



**FACEBOOK HEADER**

DOWNLOAD TEMPLATES AT: [www.VillageMovementCalifornia.org/village-templates/](http://www.VillageMovementCalifornia.org/village-templates/)



# CASE STUDY: FULL ADOPTION OF VISUAL IDENTITY

This example shows a village that is deploying the visual identity system to its fullest potential. The consistent use of the logo, color palette, typography and tagline will help members and supporters recognize the village and better understand what a village makes possible.



**Vibrant Valley Village**



# CASE STUDY: SELECT ADOPTION OF VISUAL IDENTITY

This village chose to use select elements from the Visual Brand Toolkit. Because it uses the Village Icon, it can benefit from greater visibility and recognition made possible by the statewide marketing efforts of other villages and Village Movement California.



*Mountain Town Village*



# CASE STUDY: ADOPTION OF LANGUAGE

This village had already invested in its own branding and identity system. However, by using the lead messages, including the tagline “Aging. Better.” as a lead headline, village leaders are aligning the village with a bigger idea and statewide movement.



# VILLAGE MOVEMENT CALIFORNIA

When village leaders join forces through Village Movement California, we ensure that all Californians have access to vibrant communities that enhance and expand the ways we can age well. The Member Badge signals a village's commitment to leverage the power of community to achieve society-wide change in the way we age.

Think of the Member Badge like the memorable Good Housekeeping Seal of Approval. It can be placed in the footer of digital communications, on the back cover of brochures, or highlighted in another way to emphasize the power and possibility of collective action for a better experience of aging.

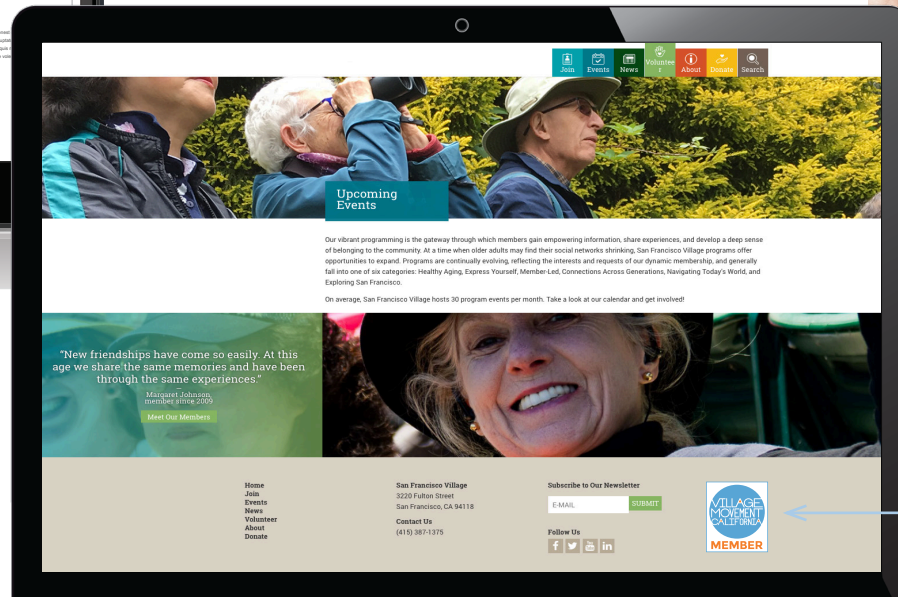


## MEMBER BADGE

DOWNLOAD AT: [www.VillageMovementCalifornia.org/member-badge/](http://www.VillageMovementCalifornia.org/member-badge/)



# CASE STUDY: MEMBER BADGE



MEMBER BADGE

MEMBER BADGE

# RESOURCES

The following select resources may be helpful for village leaders looking to develop new or strengthen existing marketing and communications efforts. All offer relatively low-cost ways to create and produce key marketing tools.

## THE VILLAGE TOOLKIT

### VILLAGE MOVEMENT CALIFORNIA

In addition to this Visual Brand Toolkit, Village Movement California members can also access:

- Village Brand Toolkit: Research Findings & Strategy
- Village Brand Toolkit: Key Message Recommendations

The Village Brand Toolkit and other resources for village leaders are available at [VillageMovementCalifornia.org](http://VillageMovementCalifornia.org)

If you'd like more information, or if you have questions or feedback, please get in touch:

**Charlotte Dickson**

**[charlotte@villagemovementcalifornia.org](mailto:charlotte@villagemovementcalifornia.org)**

**510-900-6380**

**866-986-1332 (toll free)**

### STOCK PHOTOGRAPHY

[shutterstock.com](http://shutterstock.com)

[istockphoto.com](http://istockphoto.com)

[unsplash.com](http://unsplash.com)

### ONLINE PRINTING

[psprint.com](http://psprint.com)

[vistaprint.com](http://vistaprint.com)

[moo.com](http://moo.com)

### PRINT AND DIRECT MAIL MARKETING

[modernpostcard.com](http://modernpostcard.com)

[mailchimp.com](http://mailchimp.com)

### E-NEWSLETTER SERVICE PROVIDERS

[mailchimp.com](http://mailchimp.com)

[constantcontact.com](http://constantcontact.com)

[aweber.com](http://aweber.com)

### WEBSITE PLATFORMS

[squarespace.com](http://squarespace.com)

[wix.com](http://wix.com)

[virb.com](http://virb.com)

[wordpress.org](http://wordpress.org)

