



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/



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/



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/

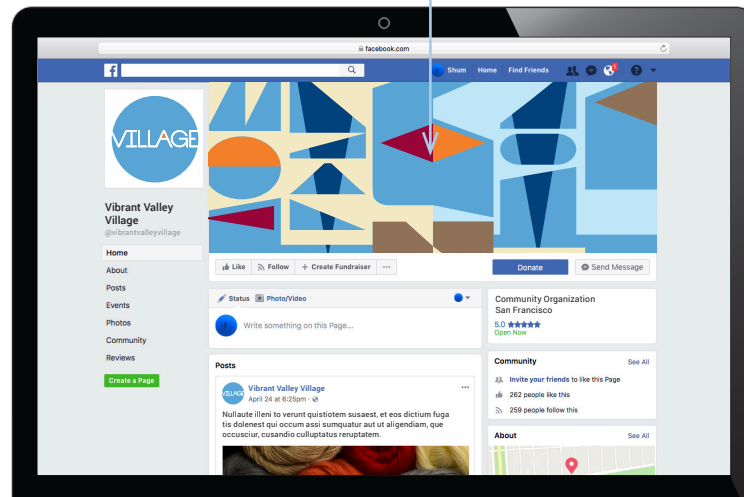


VILLAGE MOSAIC

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

INSTALL FONTS ON YOUR MAC:

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

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

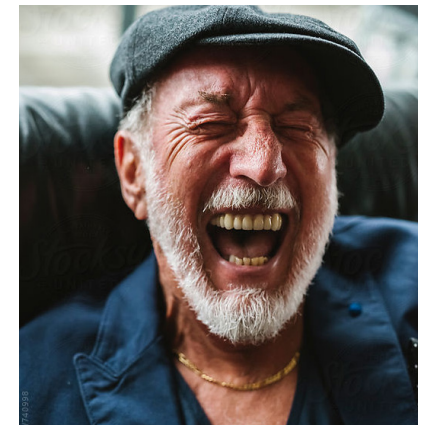
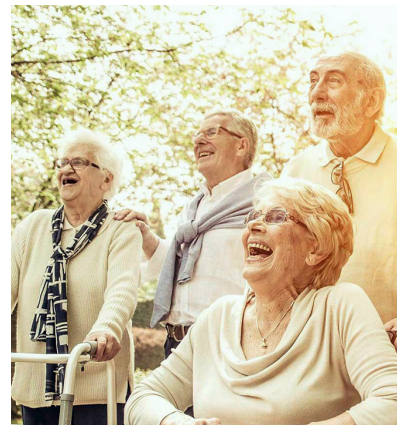


VILLAGE PHOTOGRAPHY

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/

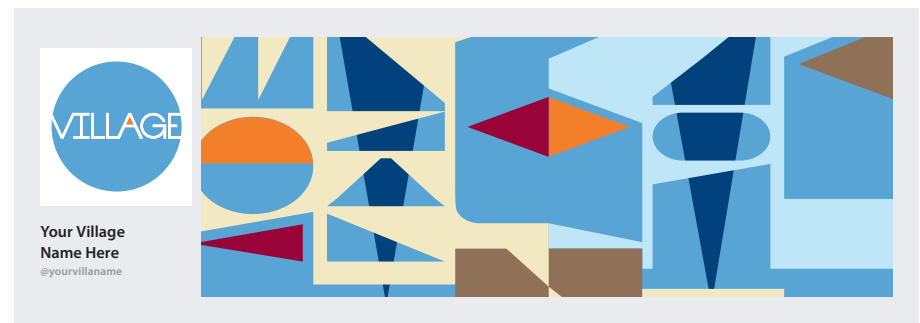
AVAILABLE TEMPLATES



FLYER



E-NEWSLETTER HEADER



FACEBOOK HEADER

DOWNLOAD TEMPLATES AT: 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.

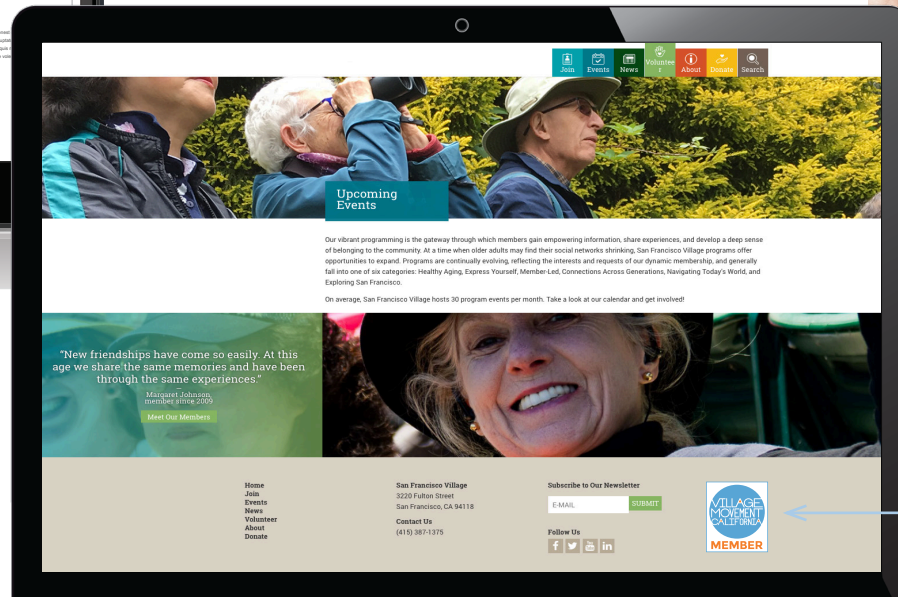


MEMBER BADGE

DOWNLOAD AT: www.VillageMovementCalifornia.org/member-badge/



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

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

Carolyn Ross

carolyn@villagemovementcalifornia.org

714-874-4219

STOCK PHOTOGRAPHY

shutterstock.com

istockphoto.com

unsplash.com

ONLINE PRINTING

psprint.com

vistaprint.com

moo.com

PRINT AND DIRECT MAIL MARKETING

modernpostcard.com

mailchimp.com

E-NEWSLETTER SERVICE PROVIDERS

mailchimp.com

constantcontact.com

aweber.com

WEBSITE PLATFORMS

squarespace.com

wix.com

virb.com

wordpress.org

