

Brand Guidelines for Action Centers



Hands On
NETWORK



Be the Change.

One day every person will discover their power to make a difference, creating healthy communities in vibrant democracies around the world.



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Brand Guidelines

As HandsOn Action Centers (Affiliates), you will play a primary role in the brand execution phase and as you socialize the brand and its elements in your local communities.

Our brand system is a joining together into one voice, the many stakeholders, partners, funders and supporters of our vision to engage a community of millions in the transformative act of service.

As a singular look and feel, this new brand language includes a unique icon and common typography, color palette, and photographic approach.

If you have any questions about these guidelines, please contact Jennifer Geckler at jgeckler@HandsOnNetwork.org.

You Are The Brand

You are the most important media to deliver the HandsOn Network brand. As visible centers of engagement in local communities, The HandsOn Action Centers (Affiliates) are the primary channels to bring the brand to life in meaningful ways. With your consistent use of the brand, combined with localized application, the HandsOn Network brand promise becomes a powerful voice to inspire and mobilize people to action.

"Icon brands don't target consumer segments or psychographic types. They go after veins of intense anxieties and desires running through society, the psychological consequence of the national ideology. Icons necessarily speak to a mass audience."

—Doug Holt, *Harvard Business Review*

Building Brand Ambassadorship

"A brand is more than a logo, it is the whole of the organization. A great brand inspires a clear direction and incisive action. A great brand is like a great person, it always keeps its promises. It is up to all of us to embody the brand everyday."

—Eric Block
Managing Partner, Duffy & Partners

As ambassadors of the HandsOn Network brand, we have developed simple, yet effective tools to communicate our brand promise and primary messages. The Brand Guidelines contains elements designed to help you develop:

BRAND FLUENCY

Understanding of the value proposition embodied in our new Brand and how to make it relevant in your world. We also will show you how to plug into online assets as well as our Click to Print Ordering system for stationery, marketing materials, and premium Items.

BRAND AMBASSADORSHIP

Inspiration to maintain consistent Brand usage and understanding the meaning of the Brand Language and Core Messages and how they help you communicate to your audiences.

BRAND OWNERSHIP

Collaboration tools for sharing Best Practices, and Brand evolution processes to keep the language fresh and relevant in your community, and to assure local meaning. We will also help you maintain the enthusiasm to bring others along in using the new Brand language.

Our Brand Voice

When speaking about HandsOn Network, we have created core and expanded messages that communicate who we are, what we do, and how we do it. As the organization evolves to meet changing social needs, these messages will be adapted.

THE CORE MESSAGE HAS FIVE COMPONENTS:



Our Vision

One day every person will discover their power to make a difference, creating healthy communities in vibrant democracies around the world.



Our Brand Promise

We put people at the center of change.



Who We Are

HandsOn Network is an international nonprofit organization whose core mission is to equip, mobilize and inspire people to take action that changes the world.



What We Do

HandsOn Network ensures that there are volunteer and community participation opportunities for people throughout the country and increasingly, around the world. We engage individuals, corporations, nonprofits and government institutions to incubate, develop and mobilize collaborative citizen leadership—creating innovative, actionable solutions that can be replicated across anywhere in the world.



How We Do It

Our Network, now the largest in the nation, is leading people from impulse to action, turning their ideas for change into real projects like building wheel chair ramps, watershed protection projects and tutoring programs — action that addresses critical issues facing our communities, our nation and our world. The Network includes over 250 affiliates that serve in all 50 states and in 9 countries.

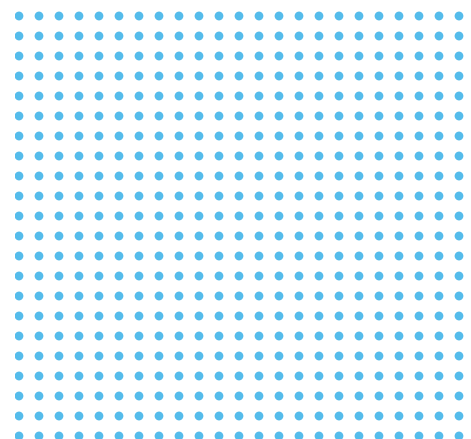
Photography



Our visual vocabulary includes a well thought out approach to photography. The HandsOn Network mission statement, “We Inspire, Equip, and Mobilize People to Take Action that Changes the World” is expressed in the portraits of real people who are inspired to take action. Photographic portraits of real people and their stories differentiate HandsOn Network

from the “competitive landscape” of the non-profit sector, and brings life to the mission and vision. Shot close-up, in intimate surroundings that reflect the subject’s personal environment, rather than a generic project site, this portraiture elevates the visual language and imbues the stories with emotion and authenticity.

Patterns



The Identity

The imagery of the hand is reinterpreted as an integral part of the whole, the network, rather than a primary, stand-alone symbol. The new visualization of the hand symbolizes the harnessing of human energy that translates into impact. The hand emerging from the constellation of light points allows the viewer to “discover” the imagery, rather than read it.

The constellation of light points becomes a common graphic element throughout the visual patterns that link multiple business units and applications.

The serif typeface (Clarendon) portrays a friendly, legible and open tone of communication.

The combination of serif and sans serif faces allow for a blend of complimentary attributes: friendly and confident, scale and relevance, local and global.

“Design is not a plan for decoration. Design is a plan for action!”

—Brian Collins

*Brand Integration Group, Ogilvy & Mather
(with reference to Charles Eames)*



HandsOn
NETWORK

Typography

Aa

Clarendon Light

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 0 1 2 3 4 5 6 7 8 9

Aa

Gotham Medium

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 0 1 2 3 4 5 6 7 8 9

Aa

Gotham Book

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 0 1 2 3 4 5 6 7 8 9

Headlines Set in Title Case

Subheads can be set in upper and lower case

Titles and bullet points can be set in upper and lower case.

Body copy set in upper and lower case in black and justified left is easy to read.

ALTERNATE TYPEFACES

Clarendon and Gotham the only fonts acceptable for creating a logo. They are also the preferred fonts in marketing materials. In email and written correspondence, you may substitute **Georgia** (serif) and **Arial** (sans-serif).

Color Palette



Blue

Pantone 2915 C
Pantone 2915 U
C=59 M=7 Y=0 K=0*
R=59 G=166 B=237
Hex #3BA6ED



Green

Pantone 583 C
Pantone 583 U
C=23 M=0 Y=100 K=17*
R=166 G=187 B=25
Hex #A6BB19



Yellow

Pantone 584 C
Pantone 584 U
C=12 M=0 Y=79 K=6*
R=214 G=221 B=67
Hex #D6DD43



Dark Grey

Pantone 405 C
Pantone 405 U
C=0 M=10 Y=33 K=72*
R=73 G=68 B=62
Hex #49443E



Light Grey

Pantone 403 C
Pantone 403 U
C=0 M=7 Y=17 K=43*
R=132 G=125 B=115
Hex #847D73

*For the most common and cost-effective form of output, use the four color process (CMYK) formula settings.

Brand Architecture



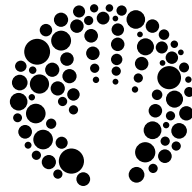
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5 color HandsOn logo



HandsOn
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2 color usage



HandsOn
NETWORK

1 color usage



HandsOn
NETWORK

HandsOn logo reversed



HandsOn
NETWORK

5 color usage on
black background



HandsOn
NETWORK

Restricted usage only where
vertical space is limited



HandsOn
NETWORK

Minimum clear space

AN AFFILIATE OF
HandsOn
NETWORK

2 color affiliate of
HandsOn logo

HandsOn
NETWORK

2 color HandsOn logotype

Be the Change.

HandsOn tagline

HandsOn Network Action Centers Identity Architecture



HandsOn
NETWORK

Minimal
Brand
Adoption

Moderate
Brand
Adoption

Full
Brand
Adoption

Adopts HandsOn icon;
keeps identity

Adopts HandsOn icon;
keeps name

Adopts HandsOn icon & name



AN AFFILIATE OF



HandsOn
NETWORK



Volunteer Loudoun
HANDS ON NETWORK



HandsOn
TWIN CITIES

MINIMAL BRAND ADOPTION

This alignment represents the identity relationship between HandsOn Network and HandsOn Action Centers (Affiliates) that choose to keep their existing name, and represent the relationship through some proximity of the Master Logo and the Action Center logo, (i.e. United Way of Ventura County) rather than adopt a new logo.

MODERATE BRAND ADOPTION

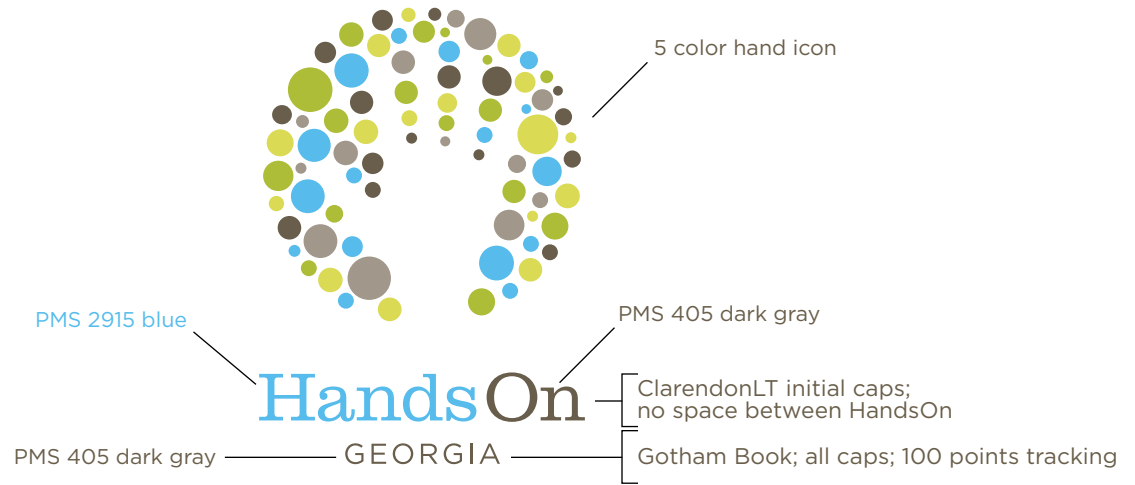
This alignment represents the identity relationship that allows for Action Centers (Affiliates) who wish to keep their current name and also align with the HandsOn architecture. Affiliates can choose to keep their descriptor name (i.e. Volunteer Center of Monterey County).

FULL BRAND ADOPTION

This alignment represents the identity relationship between HandsOn Network and HandsOn Action Centers that allows for a total identity alignment, with adoption of the HandsOn nomenclature (i.e. HandsOn Jacksonville).

HandsOn Network Action Centers

Instructions to Adopt the Brand Identity



ASSETS

The HandsOn Network logo is available with fonts, colors, and tracking in position for easy brand adoption. You can access the logo at: www.handsonnetwork.org/plugin-in/action-centers/brand-assets

The fonts ClarendonLT and Gotham Book are required for an Action Center to adopt the HandsOn Network brand. No other font may be substituted.

PROPORTIONS

Do not alter the proportion of the hand icon, the point size of the nomenclature or the distance between them. Follow the exact proportions as shown here.

COLORS

Do not alter the colors in the hand icon or the nomenclature as shown.

GRAPHICS PROGRAM

Utilize an appropriate graphics program such as Adobe Illustrator to create a new logo. This can not be achieved easily in Microsoft Office programs.



HandsOn
TWIN CITIES



Volunteer Loudoun
HANDS ON NETWORK



Volunteer Center of
Monterey County
HANDS ON NETWORK



Western Montana
Volunteer Center
HANDS ON NETWORK

Sample HandsOn Affiliate Logos

If you prefer to utilize your own design resources, please send draft artwork for approval to Jennifer Geckler, Marketing & Communications at jgeckler@HandsOnNetwork.org. Approvals typically take 2-3 days.

Signature Applications



T-SHIRT



BUTTONS



STATIONERY SUITE

