



A Community Development Organization

# BRAND IDENTITY GUIDELINES

Our brand is a valuable asset. Using our brand together with our visual identity guidelines ensures consistent visual communications and brand associations, which hence delivers the desired message.



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## LOGO

The East Palo Alto logo is the sole visual identifier of East Palo Alto. It should be used on all brochures, catalogs, spec sheets, signage, stationary, vehicles, on-line applications and presentations.

The primary logo consists of the symbol and the abbreviation of the organization along with the slogan, “E.P.A Can Do”. The logo should primarily be used in color.



## LOGO VARIATIONS

The Greyscale version is only used when black and white print is required.

The Black & White version of the logo do exist, but should only be used in exceptional circumstances.

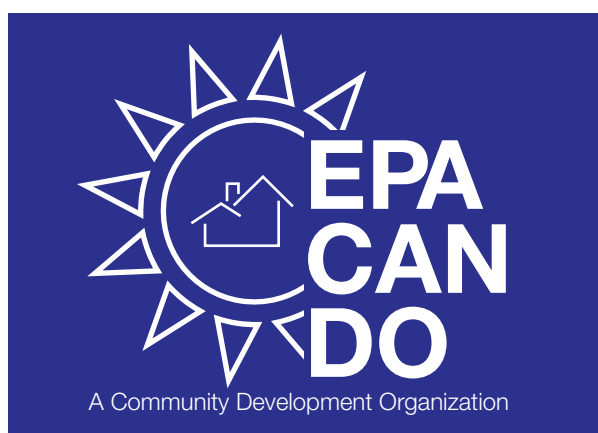
When using the color logo on a Blue background ranging between 30% blue and 100% blue, white letters must be used.



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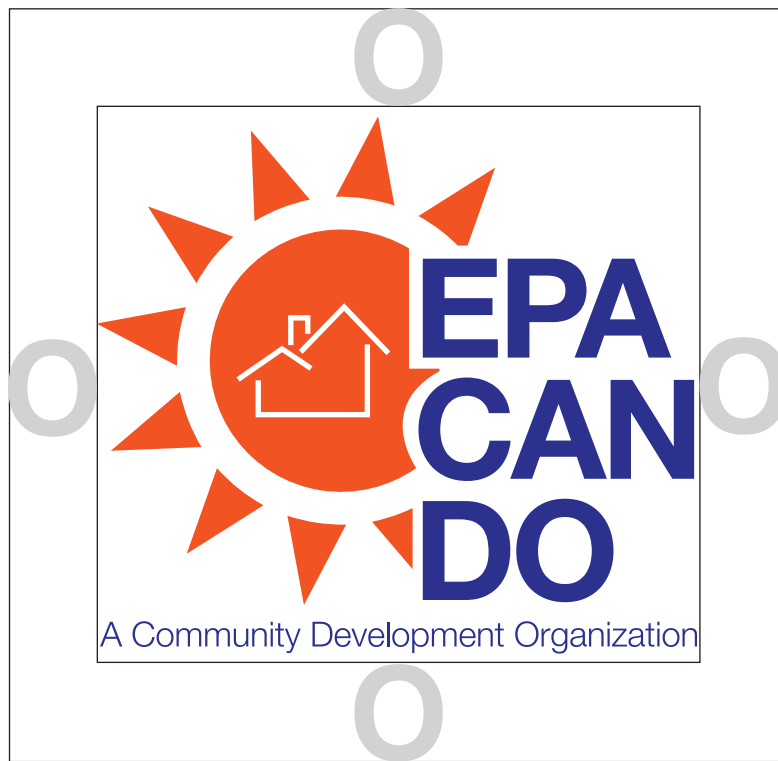
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## PROTECTIVE AREA OF THE LOGO

An important part of maintaining a consistent presentation of East Palo Alto is keeping a clear area around it from other text, graphics or illustrations. Crowding the East Palo Alto logo detracts from its legibility and impact.

The logo must always fit into the protective area, which can not be intervened by other graphic elements which could hinder legibility of the brand.

The protective area of the logo is defined according to the height module of the letter “E”.

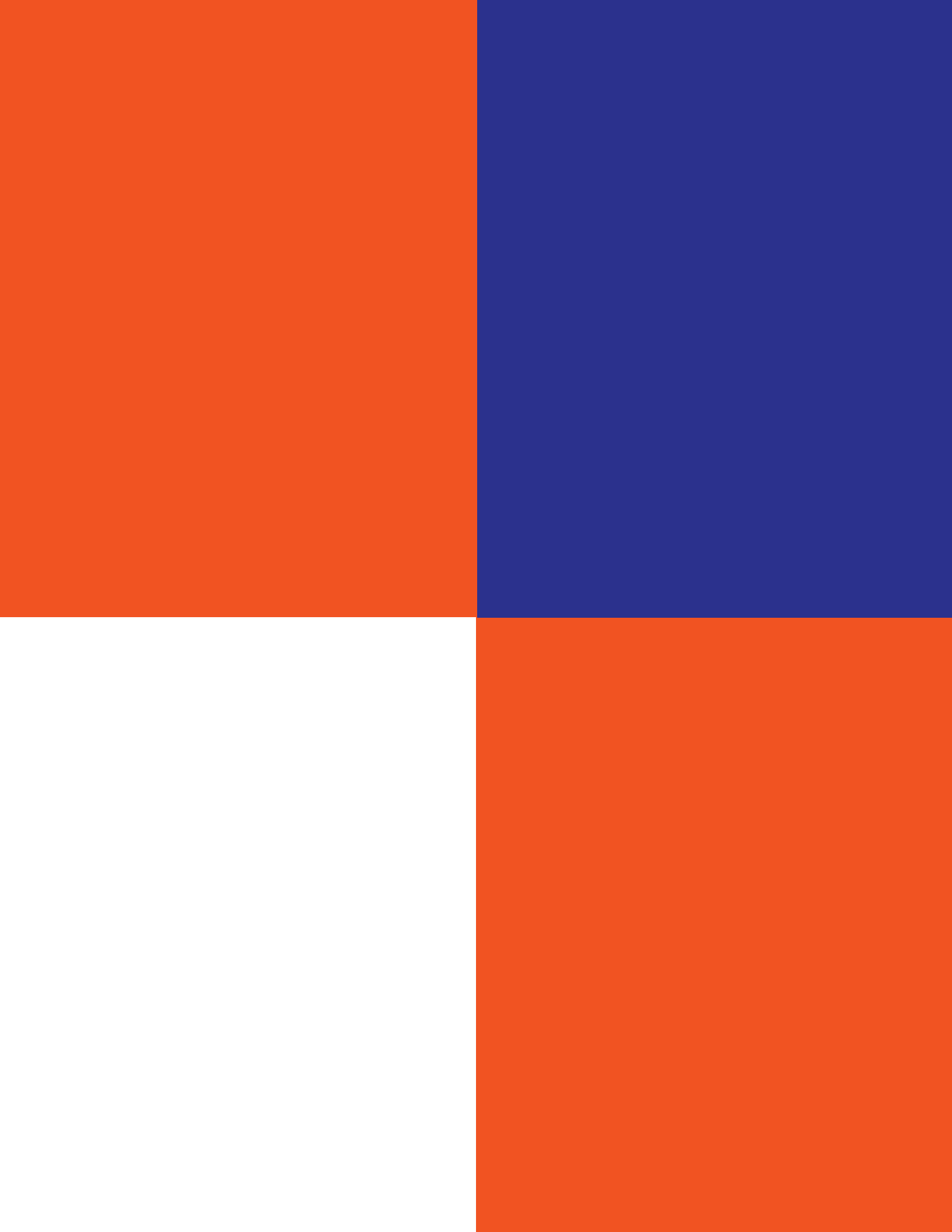


## INCORRECT USE OF THE LOGO

This page illustrates a number of incorrect presentations of the East Palo Alto logo. They range from reproduction of the logo itself, to violations of clear space and additional graphics.

This is not a complete list.







## COLORS

The basic colors of East Palo Alto are orange, blue and white.

East Palo Alto’s blue is a royal, powerful color that embodies strength and the dynamism of East Palo Alto and should be used whenever a graphic vibrancy is desired in communication.

PANTONE: 072 C

C	100	R	44	HEX # 2C318C
M	98	G	49	
Y	2	B	140	
K	3			

PANTONE: Orange 021 C

C	0	R	240	HEX # F05323
M	83	G	83	
Y	100	B	35	
K	0			

## PRINT TYPEFACE

Typography and consistent use of typefaces is a key element to create a cohesive look across all communications.

The only font that may be used for print communications is Helvetica Neue.

Helvetica Neue, a sans serif font, has a precise, professional feel that matches the organization's characteristics. It is ideal in variations of weights for captions, headings, technical information and signage, as well as for longer texts, such as reports, proposals and publications.

### Helvetica Neue

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

<> “” : ; ? ! @ # \$ % & \* ()

## MEDIA TYPEFACE

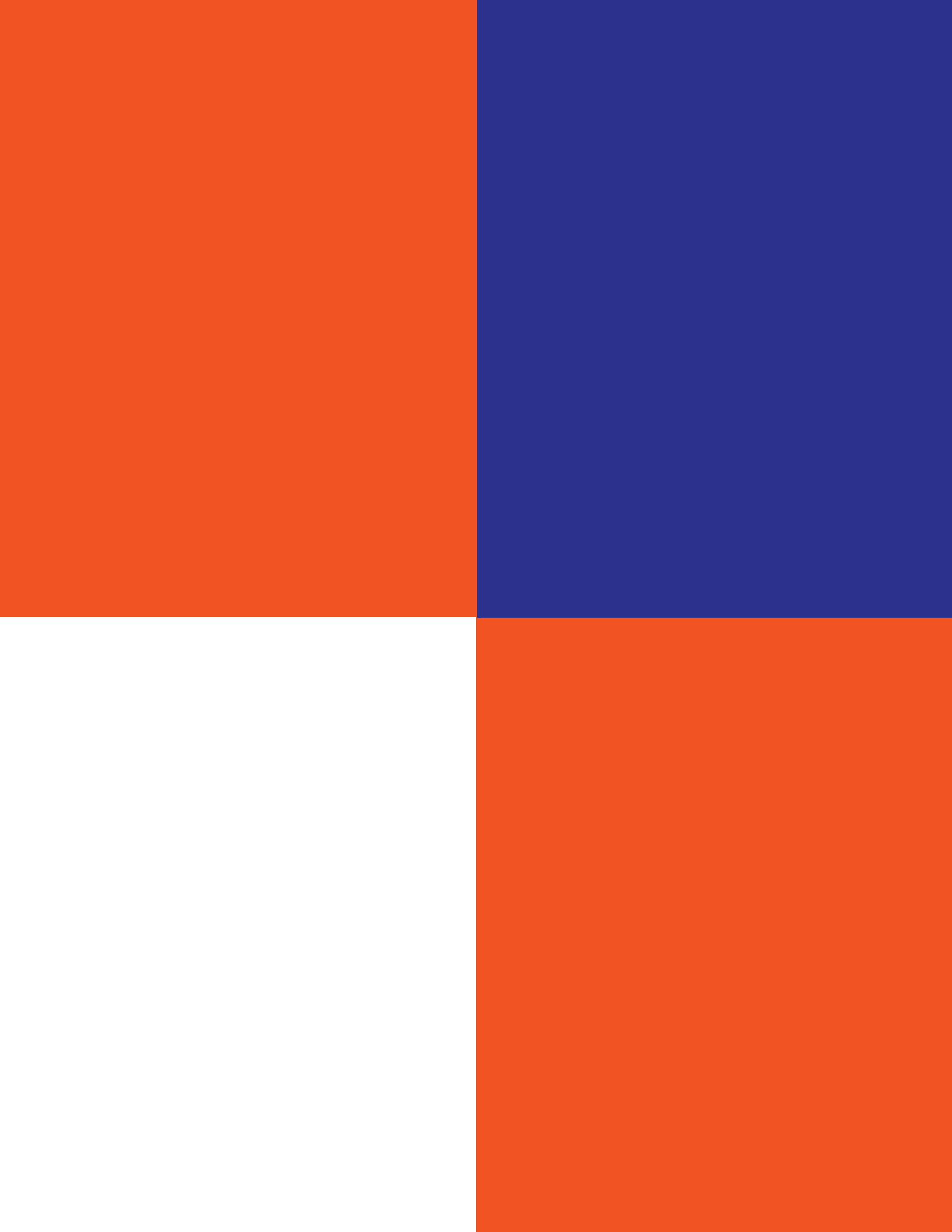
Helvetica Neue should be used as the primary sans serif typeface, but if for some reason it can't be obtained, the substitute typeface is Arial. Similar to Helvetica Neue, Arial offers a contemporary feel with versatile function.

### Arial

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

<> “ ” : ; ? ! @ # \$ % & \* ( )



## BUSINESS CARD

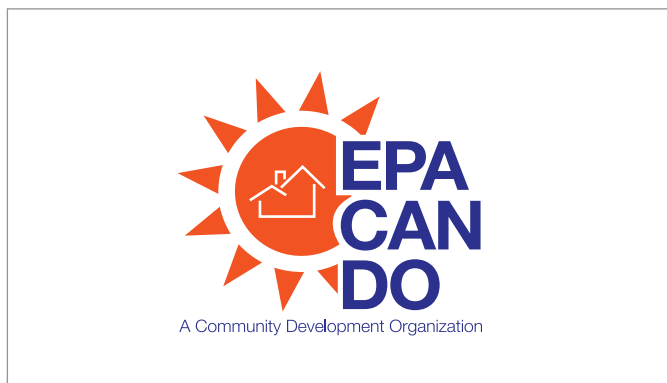
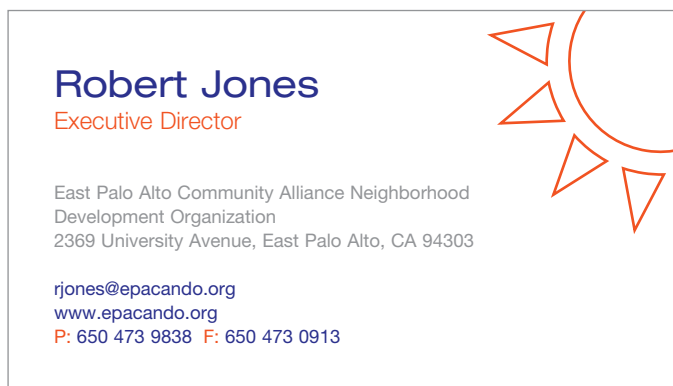
Card Size: 3.5in x 2in

Name:

Surname:

Address:

Email/Phone:



## BRAND PROMISE

EPA CAN DO promises something to consumers. We promise quality, affordable, sustainable housing for low income residents. We want to be known for providing homeownership support. Lastly, EPA CAN DO wants to be known for empowering residents to realizing their full financial potential.

- Empowerment
- Personal development
- Economic development / Quality of life improvement
- Education
- How to improve finances
- Accessibility to community
- Anti-Gentrification
- Build affordable housing
- Homeownership counselling

## BRAND PERCEPTION

- We offer help in housing
- Vague image of EPA CAN DO
- Negative Perception; ineffective
- We are here to help fix problems
- Out dated/ behind/ slow
- Aid in financial relief/assistance
- Community based
- Knowledgeable about: Credit mitigation; helping consumers overcome financial obstacles

## BRAND EXPECTATIONS

Consumers expect EPA CAN DO to be knowledgeable about credit mitigation, helping them to chart their cause for overcoming financial obstacles and to provide them with affordable housing.

- Provide affordable rental units
- Education in terms of workshops (credit counselling, homeownership counselling, financial education)
- Help first time homebuyers get home loans
- Provide foreclosure counselling (don't do this anymore)

## BRAND PERSONA

EPA CAN DO is a friend, big brother who gives advice and provides shelter.

- Caring