Our Manifesto

We have a calling. Our hearts feel it. Our minds know it. Our community needs it.

We believe we are stronger together. We embrace equity and humbly advocate for those in need. We believe in the transformative power of the collective action.

We Listen.
With empathetic ears. With compassionate hearts. With caring and respect. We nimbly navigate to find the best resources. We respond with encouraging words and kindness. We honor the trust people put in us and we know we make a difference. We love what we do, and it shows.

We empower people to stand on their own two feet.
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Introduction

Brand awareness is an essential component of the 211info’s mission in helping connect people to the services and resources they need. An easily recognized brand and identity system help communicate who 211info is to the public. The goal of this brand refresh is to improve consistency, simplify the brand’s look and feel, and provide easy-to-use standardized design templates for outreach and reporting purposes.

A consistent identity is important in sustaining public loyalty and trust. The benefits of a strong corporate identity include:

- Differentiate 211info from other public call services
- Raise public awareness about our mission and services
- Creates a consistent voice to build credibility for the organization
- Adds value to fund-raising efforts when requesting contracts

To create a consistent identity and strengthen the brand, a system of communication tools will be defined in this guide. These tools are as follows:

- Logo
- Color Palette
- Photography Guidelines
- Consistent use of typeface(s)
- Tone or brand voice for messaging

Brand guidelines should be used when creating marketing materials, or when collaborating with outside vendors or contractors. The guidelines can be provided to partners or other organizations who may need to produce materials with the 211info logo. Regional outreach staff or others in contact with volunteers doing design work to promote 211info should ensure that they follow these guidelines.
Brand Voice

211info employees are savvy and passionate. They are able to guide their audience to resources efficiently. Like any fieldguide, when one connects with 211info any materials should reinforce quick and easy access to information to get the help one needs, whether that be connecting to the proper resource or gathering data to help communities.

211 is a free, confidential referral and information service that connects people from all communities and of all ages to a specialist who will help find local health and human services, 24 hours a day, seven days a week.

When 211info employees communicate with the public or partners, it is important to keep the brand mission/manifesto in mind. When crafting messaging, content should reinforce quick and easy access to information. Content should guide the audience to resources efficiently, similar to a fieldguide whom nimbly navigates the landscape. 211info messaging conveys expert knowledge with passion and caring. Messaging should empower, educate, encourage, and relieve the stress of the journey.
Our Logo

The FCC intended the 211 code as an easy-to-remember and universally recognizable number that would enable a critical connection between individuals and families in need and the appropriate community-based organizations and government agencies. With that in mind, our primary logo consists of the national 211 with star graphic plus the addition of our center name 211info. The name of the 211info should have the numbers 211 + lower-case letters “info” when written in text. Whenever possible the logo should be used on all outreach materials, digital communications, reports, and presentations.
Logo Variations

The logo can be used in black and white or in two color variations. When using the color logo on a solid color background white letters are preferred.
Tagline

The tagline is “connecting, informing, empowering”. This expresses 211info’s brand promise to its partners and the public. When interacting with our audience, our visual expression of the brand must align with our brand voice to bring the brand promise to life.

Flexibility with the tagline can be used when considering the material being designed and what needs to be communicated.
Clear Space

An important part of maintaining a consistent presentation of the 211info logo is keeping a clear area not disrupted by other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact. The logo must always fit into the protective area, which cannot 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 of the letter “x” which matches the height and width of the star.
Sizing

The 211info logo should be produced no smaller than \(\frac{3}{4}\) inch wide when being printed without the tagline. When printing with the tagline the logo should be produced no smaller than 1\(\frac{1}{4}\) inch wide.
Primary Palette

The blue and green colors have been updated to more vibrant and bright colors. Having brighter colors helps support the helpful relationship of the brand, by conveying a more friendly feeling through vibrancy. Pantone 3125 U & Pantone 382 U. These are the preferred colors and should be used on the majority of materials. When displaying the logo in color, these are the only colors that should be used. The colors can be used in various tints for materials and to assist with contrast.

### PANTONE 3125 U

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<tr>
<th>C</th>
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<th>G</th>
<th>B</th>
<th>HEX #00A9C5</th>
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<tbody>
<tr>
<td>76</td>
<td>0</td>
<td>169</td>
<td>198</td>
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### PANTONE 382 U

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The colors in our supporting palette were chosen to complement the primary colors, and expand the range of the brand experience. The secondary palette colors can be used as accent colors or as subtle backgrounds behind typography or graphics. Darker colors may be used behind light-colored typography. Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable effects when coupled with the primary colors. Pantone colors for supporting palette are still being determined.
Logo Guidelines

Incorrect use of the 211info can undermine the brand by displaying inconsistency.

This page illustrates a number of incorrect presentations of 211info's logo. They range from reproduction of the logo itself, to violations of size, color and additional effects.

Examples 1-6 illustrate incorrect reproduction of the 211info Logo.

1. Be careful not to distort the height or width of the logo. Maintain the appropriate WxH ratio.
2. Do not alter the color of the logo. Display the logo in primary palette only, or black and white.
3. The logo cannot be used against complicated and intensive backgrounds.
4. Do not add complex effects to the logo, such as bevels and drop shadows.
5. The position of the logo elements cannot be changed.
6. Do not slant or apply spatial effects to the logo.
Typography and consistent use of typefaces is a key element to create a cohesive look across all communications. Use Aileron Thin or Black for headlines or large messaging blocks. Aileron is a san-serif typeface, with no novel design elements. It is easy to tell one letterform from another, and has a large x-height to assist with legibility.

Aileron Thin

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
« » , . ; ? ! @ # $ % & * ( )

Aileron Black

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
« » , . ; ? ! @ # $ % & * ( )
Source Sans Pro is a free google font and can be used as the primary sans serif typeface for body copy in all marketing materials. If for some reason it can’t be obtained, the substitute typeface is Arial. Similar to Source Sans Pro, Arial offers a contemporary feel with versatile function.
Photography

Photography should be inclusive and reflect the population. Images should be friendly and display human connection, encouragement, and kindness. More than one person should be used when possible, or someone connecting with another through tech (reference app/call center). When possible choose photos with a bright glowing background to indicate hope. Editorial images should be used only to support specific campaigns.