Altrusa International Brand Guide I

OUR BRAND

Altrusa is leading the way to better communities. In order to grow our membership we need to take our energy, talents and dreams to the next level by using the new brand to show that growth in fresh and invigorating ways. This requires looking at our communications a little bit differently and using the new and revitalized brand to our advantage.

This calls for a great deal of consistency so that we're speaking with one voice and have a unified appearance. That's what these new guidelines are all about — giving you the tools, information and inspiration necessary to lead the way.

ALTRUSA | *Leading to a Better*
International ®

HOW TO USE THIS GUIDE

This guideline demonstrates how to put Altrusa's new brand to work for you and serves as an advisor for using the new trademarks and creating new communications materials.

This brand guide is based on our growth and evolution as an international organization— and, if used consistently and properly, will allow us to honor our past, unite our present and create excitement for our future. Examples within the guidelines are primarily for printed pieces; however, other mediums such as websites, video, banners and social media should maintain the consistency of the brand while creatively adapting brand elements to your specific needs. If you have specified usage questions or need further direction, please contact the International office. Please login on the member site at to download additional information. https://login.altrusa.org/communications/

For order information from Doc Morgan, please see their website at https://Altrusastore.com . Policy 9Q, the Requirements for the Use of Association Brands can be found on the International web site under Communications. https://login.altrusa.org/communications/

Leading to Better Communications
Your guide to our new brand

BOOK ONE – GETTING STARTED

AN OVERVIEW TO USING OUR NEW BRAND

1. **BRAND DRIVERS...WHAT ARE THEY?**

   Extensive research identified several areas in our communications — both written and verbal — and in our behaviors, that need improvement if Altrusa International is going to continue to be successful, and continue to grow as a global service organization. From that research, a new logo was created and three brand drivers or key concepts were developed which were the guiding force for the development of the new brand. Those three drivers are clarity flexibility and inclusion. It is imperative that we keep these three brand drivers in mind when communicating on all levels; and to begin to fully embrace and live them in support of the new brand.

2. **COMMUNICATIONS**

   Speak in a clear, engaging manner, and be clear and to the point with your message. Incorporate the values of the three brand drivers:

   Clarity – who and what we are; what we are about; what we stand for and what the organizational focus is.

   Flexibility – meeting the needs of current and potential members.

   Inclusion – making members and prospects realize they help make a difference; that they are listened to, welcomed, and appreciated.

3. **COLOR**

Our color palette is chosen to be flexible. Use color boldly, while keeping within the color range guidelines. White is an important part of our palette. White creates "neutral" space and is a key element in our visual technique and provides a visual pause on the page that makes other elements more powerful. Don't overcrowd the page.

4. **BOLD USE OF TYPE**

There is a sense of purpose in the way we present our messages. Use type guidelines consistently. For instance, use all caps in a heading or call-outs to highlight messages.

5. **UNIQUE PERSPECTIVE PHOTOS**

Use bold and precise photos featuring unique perspectives.

THE IDEA — FROM STRATEGY TO DESIGN

The elements supporting our communications goals are featured below in a visual representation of how our values and goals, logo and brand drivers will interact with each other in order to better demonstrate Altrusa's successes. This is a tool that you should use to test the effectiveness of the communications pieces you are creating.
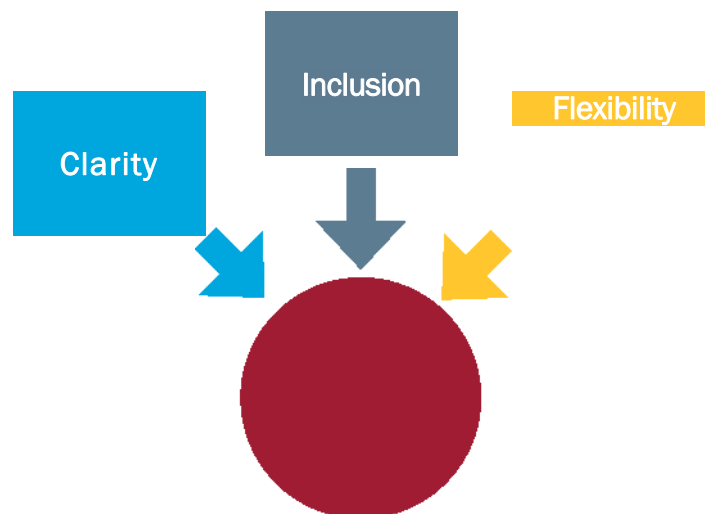
1. Define your audience. *"Who am I talking to?" "What do they care about?"*

2. Identify the brand value that best relates to the goal of your communication. Be as specific as possible. *"Is it clear, inclusive or flexible?"*

3.   Establish a focused goal of your communication. *"What one or two salient points must my audience take away from my communications piece?"*

4.   Ensure that your finished communication emotionally connects your audience to your communications message. *"The focus of my communications piece is our leadership in the community. Does my finished piece feel, look and sound progressive, inspiring and bold?"*

Remember that the mission of our revitalized brand, and all of our values, are present at every audience interaction; but each value is dialed up or down depending on the focused message you deliver. The key is to establish a brand value with your message and stick to it. You'll lose your audience if you try to say everything to everybody. Be clear, succinct and focused. And have fun!

The Elements

(Our Voice, Logo, Color, Typography, Composition, Examples, Graphics.)

OUR VOICE

The language we use should demonstrate who we are and where we're headed. When you write about Altrusa or develop talking points for presentations, ask yourself if the "voice" you're using is:

CONFIDENT

- Shows a clear sense of purpose, direction and desired future growth.
- Uses a language that is honest, realistic and credible, with no "hype".
  Declares that "we are..." rather than "we want to be..."

INSPIRING

Creates enthusiasm about what we can achieve together for our communities.
- Conveys excitement about ideas and possibilities.
  Invites the reader or listener to share in our success to get involved.

IMAGINATIVE

- Focuses on finding solutions and uncovering possibilities.
- Talks about familiar topics in new, creative ways and invites participation.
- Keeps business jargon and acronyms to a minimum.

CARING

- Respects people and the diverse perspectives they bring. Fosters an inclusive culture.
- Demonstrates our commitment to social responsibility.

THE LOGO

The logo is composed of the ribbon graphic and the word mark Altrusa along with the tagline "Leading to a Better Community". As a registered trademark, it cannot be altered in any way other than what appears in the approved guidelines, which appear on the next page. There should be clear space around the logo at all times. Whenever possible, the space should be calculated as follows:

The width of the base of the first four letters in **word mark** Altrusa, "ALTR" determines the amount of clear space. In this instance the width is 1/2 inch (1.3 cm), therefore the amount of clear space around the entire logo would be 1/2 inch (1.3 cm). While the width of the logo itself in this example is 2.97 inches (7.5 cm) and height is 1.41 inches (3.6 cm) it is the letters in the word mark There will be instances in which it will be more graphically pleasing
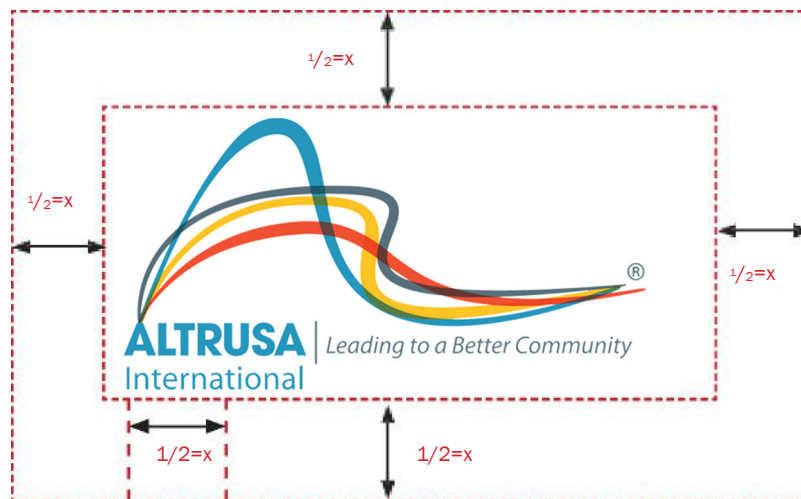
to reduce the amount of clear space in one or more areas. This is acceptable, as long as some clear space is still maintained.

LOGO GUIDELINES

On materials such as stationery items, the back of brochures, web pages, etc. the entire logo and word mark must always be used. No other words, other than the approved tagline "Leading to a Better Community" or the various Altrusa designations such as "International", "ASTRA", or Club locations can appear within the clear space around the logo. This weakens the mark and leaves it open to legal challenges, trademark infringement and possible litigation to defend it. The logo comes in various downloadable formats which are available on the website and required for print collateral pieces created at professional print shops, on websites and for use in PowerPoint presentations, Word documents, and similar documents.

75 Inch

The minimum height of the logo is $^3/_4$ inch (0.75"). Smaller sizes make it very difficult to read the word mark or tagline. Be careful when resizing the logo. Do not stretch or pull it so that it's shape and proportions are altered.

Don't change the proportions of the

Don't add shadow or glow to the symbol.
symbol.

Don't place symbol on "busy" background.

Don't place the symbol over a high contrast photo.

Don't turn the logo at an angle.

Never add elements inside of the logo and its clear space.

COLOR PALETTE

Our color palette is bold and flexible and is based on core colors that comprise the logo. The palette is broad enough for each district, club, Altrusa and ASTRA, to express themselves both collectively and individually while being specific enough to sustain a powerful brand image.

In addition to the four core colors, black, dark blue, white and cream are the neutrals incorporated into the approved color palette. White is important to our brand and is always present. White is open, and represents innovation and clarity. Using other background colors does not allow the logo to be prominent. The boldness of the colors makes our brand strong. Blue is significant to Altrusa's heritage, as is gold to ASTRA. These colors have an important place in the revitalized brand design. Cream should be used only as a background color when white is not acceptable, and never will be used as a core or dominant color. Black and dark blue create striking body copy.
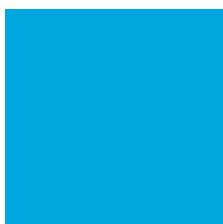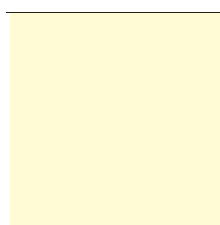
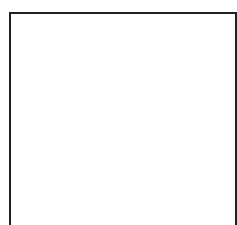|			
PMS 2995	PMS 5415	PMS 123	PMS 1788
BLACK	DARK BLUE	CREAM	WHITE

USING COLOR
IN PRINT AND ON WEBSITES

CMYK = 77 - 26 - 15 - 0

RGB = 38 - 151 - 189

PMS 2995

CMYK = 70 - 48 - 40 - 12

RGB = 88 - 112 - 125

PMS 5415

CMYK = 0 - 24 - 94 - 0

RGB = 255 - 196 - 37

PMS 123

CMYK = 0 - 84 - 88 - 0

RGB = 240 - 81 - 51

PMS 1788

These are the color numbers which graphic designers, web designers and print providers need in order to assure that the logo colors are printed correctly. The CMYK colors are used when creating materials that will be printed. Their corresponding ink colors are PMS 2995 for the light teal PMS 5415 for the dark teal PMS 123 for the gold color and PMS 1788 for the red/orange color Use the RGB colors on web pages.

USING OUR LOGO

Demonstrating the flexibility of our logo, here are examples of the logo identifying our Districts, Clubs and ASTRA. Note that the spacing and placement of the various identifiers are critical, and artwork will be provided by International upon request.

NAME TAG RECOMMENDATIONS

Clubs have flexibility in determining their name tag layouts. Remember that for branding purposes, name tags must be on white stock and clear space must be around the logo. Below is an example of a recommended name tag layout.

This tag example measures
3.25 inches by 2 inches.

TYPEFACE

In order to maintain consistency the typeface Franklin Gothic will be the standard for the following types of documents:

Word documents

Newsletters

Print collateral pieces such as brochures and rack cards

Email systems such as Outlook, Windows Mail and similar software that allows you to select the font from a drop down list of fonts installed on your computer.

Franklin Gothic, the font type, is generally a standard font included on Windows operating systems such as XP and Vista. If not already installed on your computer, it can be downloaded for free at http://www.fontyukle.com/en/1,Franklin+Gothic Note there are several versions available, you will need Franklin Gothic Book and Franklin Gothic Demi.

Franklin Gothic has a hard-working history, having been widely used in a variety of media, print collateral, newspapers, books and billboards. The type conveys strength and has a robustly modern feel. The font is bold and versatile and we will rely on it to visually connect with readers both internally and externally with a consistent, confident look.

Web pages, websites and some e-mail providers have a more narrow range of fonts available. For these applications use one of the two universal fonts, Verdana or Geneva which are very similar to Franklin Gothic Book. Geneva is commonly available on Macs.

AaBbCcDdEeFf

MAKING THE MOST OF TYPEFACES

This paragraph describes a "callout" and occasionally follows a primary heading. It can use color to alert the reader quickly about the content of the page.

Primary headlines should print in a core dominant color and a supporting color. Even though headlines will not always overlap a solid color or photo, think of them as being transparent. Franklin Gothic Demi all caps is used for primary headlines.

## FRANKLIN GOTHIC DEMI ALL CAPS

Use Franklin Gothic Book for body copy. Type sizes will vary depending on the size of your communications piece and the distance from which it will be viewed. Keep in mind the goal should always be for content to communicate in a clear, straightforward manner. Body copy usually prints black or as knock outs on a colored field in white.

Franklin Gothic Demi all caps is used for primary headlines.

Primary headlines should print n a core, dominant color and a supporting color. Even though headlines may not always overlap a solid color or a photo, use them as if transparent.

Distinguish body subheads from body copy using Franklin Gothic Demi in all caps. Also differentiate your body subheads by printing them in the same supporting color that your primary headline uses.

GRAPHICS

CHARTS & DIAGRAMS

Charts, graphs and diagrams are opportunities to present important data during presentations. By use of a consistent typeface (font) and using simple shapes in bold, creative and inventive ways, they become a reflection of our brand. Use the color palette to reinforce the brand colors. Keep it simple and make sure the information you're communicating is easy to understand.
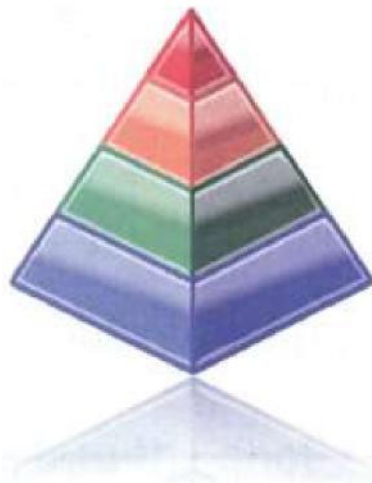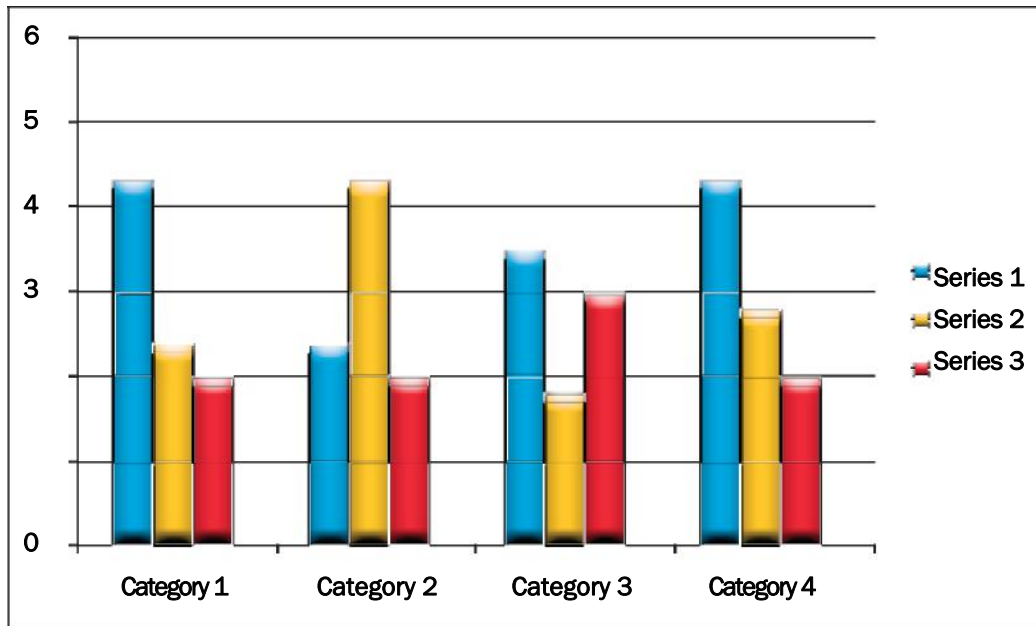
PRINT COLLATERAL

You may order stationery items from the online ordering system through the secure International website at https://www.altrusastore.com/. If you use the e-letter head, then use of a high quality printer paper such as Premium Laser or Inkjet paper.

Example: Letterhead has a space at the bottom for your customized address, phone and website information.

Example of the graphic elements on a business card.

#10 envelope. Please note that no other graphic can appear on the envelope due to postal regulations.

Marketing Toolkit
Current Logos, Templates and Marketing Materials

Current eLetterhead documents, logo files, color information and other marketing materials can be downloaded from:

https://login.altrusa.org/communications/