

Chinatown

# ACCESS

# BRAND GUIDELINES

# WELCOME

Our Brand Guidelines is a 'how-to' document that details ACCESS' communication and visual identity system along with best practices to create strong, consistent materials and messaging.

These Guidelines are tools to give ACCESS clarity and consistency on our print and digital platforms, as well as, our conversations. All brand tools are designed to help you convey who ACCESS is, what ACCESS does, and the value that ACCESS provides to the local community.

With a common and consistent voice, we collectively reinforce and strengthen ACCESS' brand at every communication opportunity.

# OUR COMMUNICATION PRINCIPLES

Research conducted as part of the website redesign process showed us that ACCESS' perceived communication styles were formal and abstract in tone, too long, and inconsistent. We were not effectively communicating ACCESS' programs and values.

To support future improvements and increase the impact of all our communications, please use the following Communication Principles:

**Understanding**

**Clarity**

**Consistency**

**Confidence**

**Centered on Relationships**

## **Understanding**

First seek to understand the purpose of any piece of communication. Before you decide on a format or the required content, ask: "Who is this for?" What key messages do you want them to understand? What do you want them to do? What will be most engaging for them?

## **Clarity**

Less is more. Effective communication simplifies subjects that are often complex and nuanced. Ensure communication is as concise as possible. Minimize use of jargon and acronyms. Make key relevant points and make them easy to act on and relate to. Too much information prevents dialogue and dilutes impact. Clarity helps us to be understood and create further engagement.

## **Consistency**

Use the Brand Guidelines because consistency helps people grow familiar with ACCESS' identity and builds trust. It is the key to being professional, recognized, and remembered.

## **Confidence**

Short statements and bold images backed with relevant facts and figures convey confidence. Strong and consistent points present ACCESS as an organization that knows the value it provides. Communicating with confidence inspires confidence in others. Gaining the confidence of others is a route to deeper relationships and partnerships.

## **Relationships**

While facts and figures are important, ACCESS' primary value, vision, and goals center around and are founded through relationships. As ACCESS expands its digital platforms and communication mediums, relationships should be a focal point throughout all its stories and images.

# OUR VISUAL IDENTITY

**Color Palette**

**Typography**

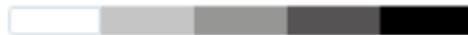
**Photography**

# Our Color Palette

As displayed on Wix:



Color 1



Text & Backgrounds



Color 2



Program Information about ACCESS



Color 3



Volunteer CTA & Volunteer Info



Color 4



Donate CTA & info for donors



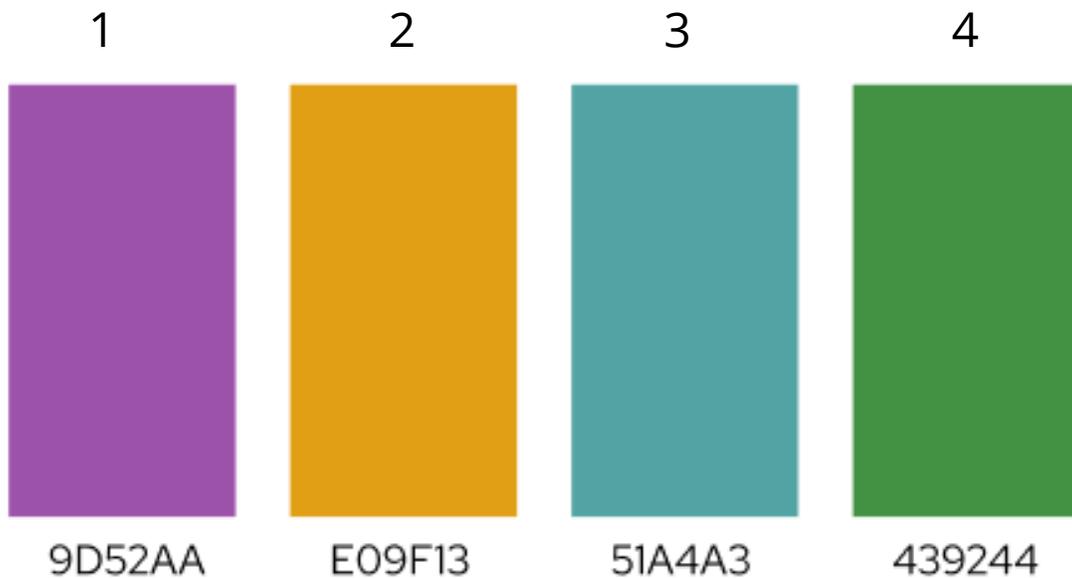
Color 5



Secondary color, use sparingly

Colors should aid in clear and consistent communication, bringing areas of interest to a design & establishing identity. Each color should be used according to items listed above, especially on the website. Consistent color use is encouraged on print and newsletters.

## Colors & hex codes



The purple (1) and gold (2) colors have been used by ACCESS since its founding in 1991. However, recent research resulted in a negative perception of color usage on the website and lack of readability.

In order to communicate visually and convey a more welcoming digital presence while keeping the historic colors, purple (1) will be used primarily to emphasize buttons and short text, while the gold (2) will only be used as a call-to-action for volunteers or in graphs, and should NOT be used for text.

The teal (3) is an addition to the traditional colors because it is a more inviting color that also communicates trust, especially for a donate call-to-action. The green (4) is a tertiary color and should be used sparingly.

# Typography

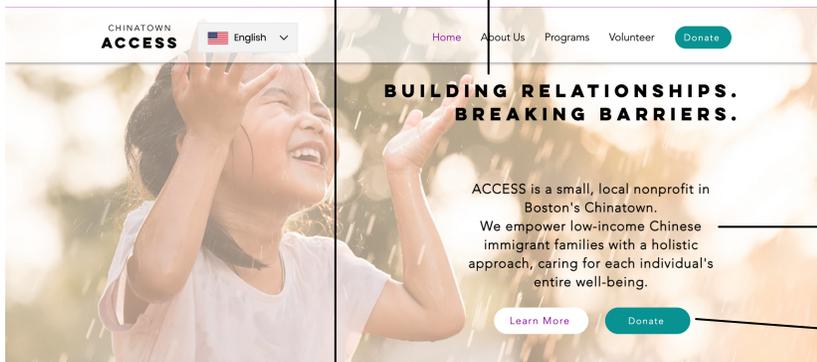
## Wix Fonts:

**Lulo Clean** for Titles, Taglines, & Headings

**Avenir Light** for Subheadings & Body Text

**Libre Baskerville** for Quotes

Lulo Clean, 24 px



Avenir Light, 20 px

Avenir Light, 15 px  
(button text)

### OUR PROGRAMS

Let's Chat!



Learn More About Our Programs >



Libre Baskerville,

24 px: quote

14 px: name, date, title

## Photography

Once permission forms are signed by participants in any activity, volunteers are encouraged to take photos and post to social media to spread awareness about ACCESS' work and values. Photos should follow our Communication Principles and portray the subject(s) with **respect and dignity**, focusing on how relationships are the center of everything ACCESS does.



If placing text on the photos and the text is hard to read, photo should use a filter or be blended with a warm color overlay, or the text should be moved off the image and placed near it.

# Photography

Some tips to help you tell effective stories through your images:

- **Choose a subject.** Sometimes, you're in a classroom and you want to get the whole class, but think about how you can make your images more personal. Is there a student you've connected with more than others? How do you want to tell their story? Try to focus on one person at a time.
- **Use portrait mode.** The background can often fight for the attention of the viewer. Since ACCESS is all about relationships, portrait mode can help focus the story on the person rather than the setting.
- **For photographing children,** it's best practice to have the camera at their **eye-level or slightly lower and looking up.** This tends to show them in a better light and casts less shadow over their faces.
- **Focus on the person over the activity.** It's great to take photos while people are doing the activity, but try to focus on their facial expressions during the activity rather than the activity itself.
- For group photos, try not to have people stand in a line right up against a wall (unless it's meant to be funny photos). Stand farther away from walls to add depth and group the people together in 3-4 rows or a cluster and focus on their faces, which enhances the viewers feeling of closeness and intimacy.