

*Brand*guidelines

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Brand Guidelines

BRAND POSITIONING/ PURPOSE STATEMENT

All of the brand elements outlined in this guide were created to promote the Pillsbury United Communities brand. All components support the Pillsbury United Communities name and desired image both as an agency overall and throughout each neighborhood center and affiliate.

A strong brand is presented with consistency and uniformity, ensuring our message is clear and present in all we do.

The purpose of this guideline is to leverage our brand, familiarize staff with our brand guidelines, and in turn raise awareness for our programs, making Pillsbury United Communities and our participants more successful.

MISSION

Creating change, choice and connection - one person at a time.

POSITIONING STATEMENT

As someone who seeks positive change, you can be confident that Pillsbury United Communities is the one place you can go where you are guaranteed to find support in a respectful, non-judgmental manner, regardless of your situation.

We are passionate, creative and unrelenting in our pursuit of enriching each life by building community, creating opportunity and nurturing the self-respect that can only come from equal partnership.

PURPOSE STATEMENT

We invest in each relationship in order to demonstrate respect, generate reform and stimulate reciprocity

Brand Guidelines

MESSAGING: THE ELEVATOR SPEECH

These brand guidelines will address numerous elements of design and brand consistency. In order to demonstrate strength in branding, however, an agency must also possess strategic and concise key messaging.

The purpose of an "Elevator Speech" is to provide staff a jumping off point in written and verbal communication to answer the question "What is Pillsbury United Communities?" and "What do you do?"

THE ELEVATOR SPEECH

Inequality exists—between nations, in the workplace, between the wealthy and the rest of us.

Pillsbury United Communities helps people who want to find equity in some area of their lives. It can be something as big as helping someone own their first home or graduating from high school, to something as small – but no less important – as a bag of groceries when you're hungry or a safe place for kids after school.

Pillsbury United Communities' programs encourage positive change for people from all walks of life who express the desire to make it. It isn't about handouts or charity or "flavor-of-the-month" causes, it's about building a better community by helping individuals find the means to help themselves.





Brand Guidelines **LOGO: PROPRIETARY ART**

The Pillsbury United Communities logo is the primary visual element used to represent our company. The logo includes all elements of the graphic, including the green icon, the words "Pillsbury United Communities," and the tagline "Creating choice, change and connection." Do not break up the logo.

The Pillsbury United Communities logos are an integral part of our brand identity. To maintain and protect this identity, it is vital that standards and guidelines are followed in all cases where these logos are being used.

Only official logo art is to be used in representation of the Pillsbury United Communities Brand. Guidelines for color, size and placement are found on the following pages.

The following requirements apply to ALL VERSIONS of the Pillsbury United Communities logo, including the primary logo, sub-brand logos, and the affiliate version of the Pillsbury United Communities logo.





Brand Guidelines

SUB-BRAND LOGOS: PROPRIETARY ART

Pillsbury United Communities brand strategy includes sub-brand logos representing Pillsbury United Communities Neighborhood Centers. Sub-brand logos should be used when the intent is to represent the specific neighborhood center.





Brand Guidelines **LOGO: COLORS**

The preferred version of the Pillsbury United Communities logo is the two-color version printed in Black and Pantone Green #556.

This logo is appropriate on a white or light background. It may also be printed on a photographic background if the photo is light enough not to interfere with legibility of the logo.

If the background color is too dark, use the reverse (white) version of the logo.

Preferred logo: printed in black and green



Accepted use: reverse white on color



Accepted use: printed in one color black



Accepted use: reverse white on black

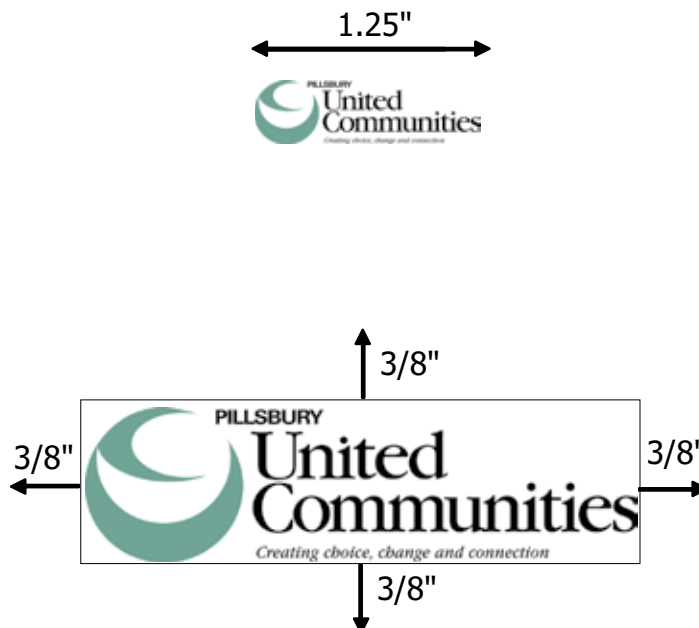




Brand Guidelines **LOGO: SIZE**

The logo may be used as large as necessary, but may not be used smaller than 1.25" long from the left of the green circle to the right of the "s" in Communities.

There should be a minimum of 3/8" of "white space" between the edge of the logo and placement of any object (e.g. type, shapes, graphics) or the edge of the page:



Brand Guidelines **LOGO: INTERNAL USE**

The primary Pillsbury United Communities logo should be used in all cases in which the intent is to represent the agency as a whole (rather than promoting a specific area of the agency or neighborhood center).

Examples include agency letterhead, annual reports, newsletters, etc. The logo should be displayed prominently on all materials.



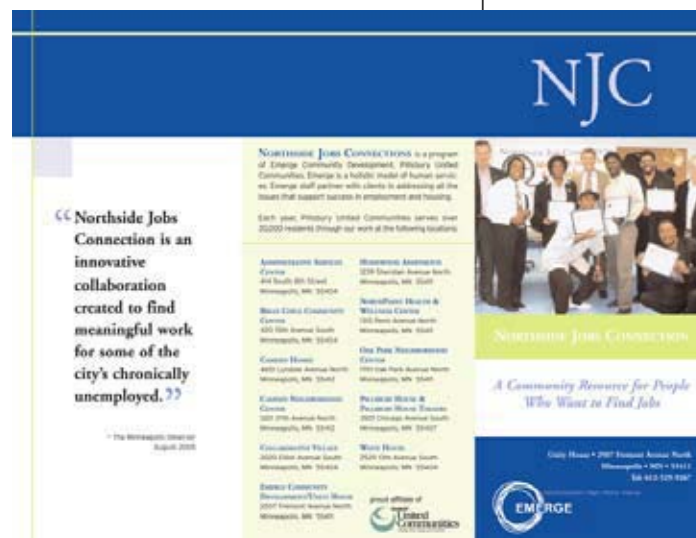
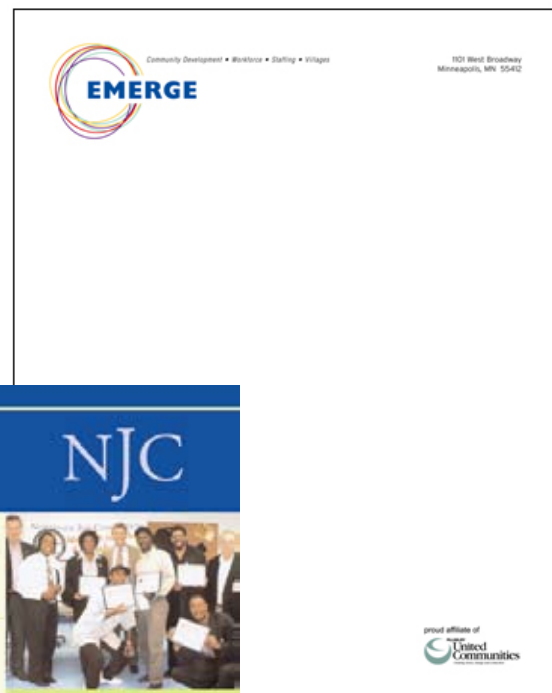


Brand Guidelines **LOGO: AFFILIATE USE**

The Pillsbury United Communities logo should be used on all stationary and marketing materials created by Affiliates of Pillsbury United Communities. This includes letterhead, brochures, postcards, etc. Note: this does not apply to business cards or envelopes, as they often do not have sufficient space to accomodate two identities.

Along with the logo, the text "proud affiliate of" should be included above the logo. The logo is available with the text embedded in the file as artwork.

Placement of the logo is the discretion of the affiliate. All additional logo requirements in size, color and placement outlined in this document must be adhered to. **If an affiliate is printing a one or two-color piece that does not contain either black or Pantone 556, logo usage must be approved by PUC's Development and Marketing Department.**



Brand Guidelines **COLOR PALETTE**

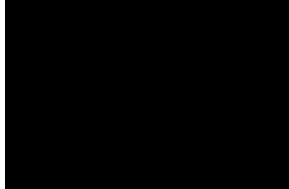
The Pillsbury United Communities color palette creates a cohesive and consistent look, builds brand identity and differentiates us in the marketplace.

The palette includes the primary green color, a primary supporting color palette and a secondary palette used mainly for accents. All colors in the palette may be used as percentage screen tints.

The palette of colors is based on the Pantone™ matching system. Whenever possible, Pantone colors should be used. If Pantone colors are unavailable for an application, CMYK simulations may be substituted. CMYK simulations provide a close approximation of the displayed colors but do not match the colors precisely.

Brand Guidelines **COLOR PALETTE**

LOGO COLORS



Pantone: Black
CMYK: c:100



Pantone: 556
CMYK: c:42 m:0 y:33 k:27



Pantone: Purple U
CMYK: c:38 m:88



Pantone: 021 U
CMYK: m:53 y:100



Pantone: 646 C
CMYK: c:88 m:76

PRIMARY SUPPORT COLORS

These colors are used to establish the design for most Pillsbury United Communities communication pieces.



Pantone: 7406C
CMYK: m:18 y:100



Pantone: 807 U
CMYK: c:15 m:75 y:51 k:35

SECONDARY SUPPORT COLORS

These colors are used minimally, mainly as accents or subheads when necessary.



Brand Guidelines **TYPOGRAPHY**

In addition to logo structure and color, the consistent use of typography adds unity to communication materials.

Pillsbury United Community will consistently utilize four font families in all agency communications. This includes, but is not limited to letters, flyers, print pieces, emails, reports, and web communications.

Any of the fonts in Pillsbury's font family can be used in any size, weight or style within the constraints of the font itself.

GENERAL AGENCY FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Palatino Linotype

Brand Guidelines **TYPOGRAPHY**

Additional fonts may occasionally be used as headers, accent fonts, etc. in agency print publications and communications.

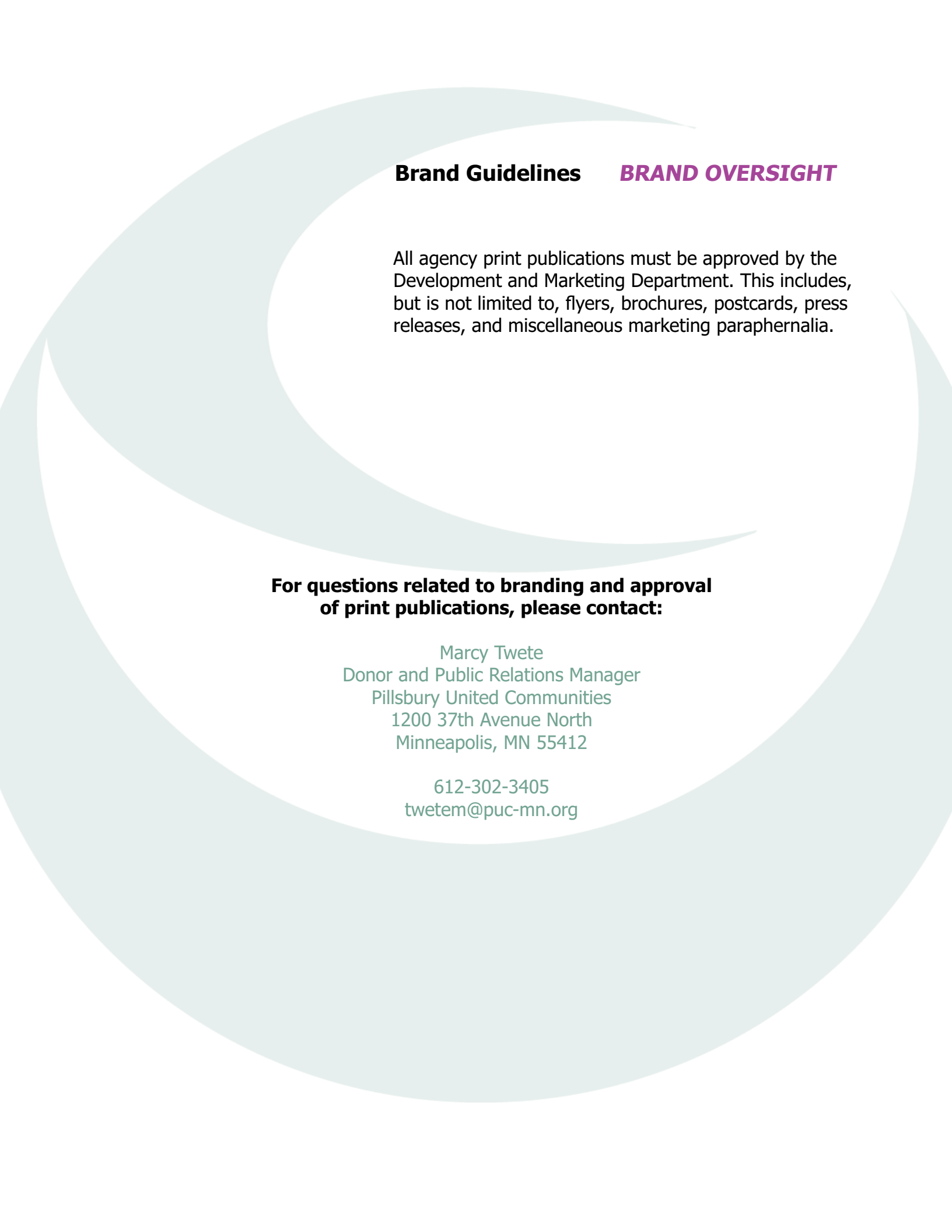
Any fonts utilized outside those listed above must be approved by the Pillsbury United Communities Development and Marketing Department.

PRE-APPROVED FONTS: GRAPHIC DESIGNER USE ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Optimum

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Interstate-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
McBoothMK



Brand Guidelines

BRAND OVERSIGHT

All agency print publications must be approved by the Development and Marketing Department. This includes, but is not limited to, flyers, brochures, postcards, press releases, and miscellaneous marketing paraphernalia.

**For questions related to branding and approval
of print publications, please contact:**

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