Circle the City

brand guidelines

hope.

welcome.

Circle the City is a nonprofit organization that provides healthcare services to men, women, and children facing homelessness in Maricopa County, Arizona.

We believe a strong sense of brand differentiates us. These Brand Guidelines should inspire creativity, and present our core attributes, messaging and brand elements that make Circle the City such an outstanding organization.

If you have any questions as you are working with our brand, please contact our marketing team.

The Circle the City Marketing Team
marketing@circlethecity.org

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marketing@circlethecity.org
circlethecity.org/brand

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COMMUNICATION

OUR MISSION

To create and deliver innovative healthcare solutions that compassionately address the needs of men, women, and children facing homelessness.

Storytelling

In just about everything we do, you will see images of people smiling, determination, and our collective **hope**.

Circle the City offers **hope**

BRAND TONE

As a reflection of the work Circle the City does, the tone of our brand communications must be one of **hope.**

Circle the City emphasizes being uplifting, empowering and inspiring. Our brand tone plays a key role in encouraging people to act and help us make a difference in our patients' lives.

We want our brand to be inspirational, and we must be sensitive to people facing homelessness. When we interact with our supporters, our goal is to embrace the urgency of our mission through hope and the exciting possibilities.

Our brand must be concise. We understand that expressing language and visuals into simple and understandable terms goes a long way.

Our mission is powerful and our interactions must be purposeful.

Our Brand is

Hopeful
Focused
Friendly
Accessible
Human
Honest
Grateful
Helpful
Enthusiastic

Our Core Values

An organization's brand influences all its communications, designs, discussions, and plans. Circle the City messaging should feel authentic, caring, trustworthy, and innovative. Our brand attributes describe how we want others to perceive our organization.

authentic.

We are always authentic – never compromised, or overstated. We focus on who and what our mission revolves around – people. We celebrate providing hope and purpose during difficult times. We also celebrate the joy and enthusiasm that our patients experience after their exposure to Circle the City.

How to be authentic:
- Write conversationally
- Be friendly
- Use words that everyone understands

caring.

We are caring, not cold and clinical. We welcome all people facing homelessness – men, women and children, and exclude no one. We care about local communities and are compassionate toward everyone in them. We are helpful and fully engaged, we work diligently to serve our patients.

How to be authentic:
- Write with empathy
- Be concise
- Avoid uppercase letters and exclamation points

trustworthy.

Circle the City embodies trust. Every day, patients trust our doctors, nurses, staff and volunteers with their lives.

How to be trustworthy:
- Use positive language vs. negative
- Be honest
- Be clear and concise

innovative.

We are forward thinking and inventive. To continue to provide outstanding care to those in need, we are constantly innovating better ways to help, treat, care and communicate.

How to be innovative:
- Be exciting
- Be unique
- Be creative

BRANDMARK USAGE

Primary Logo

The Circle the City logo is comprised of two elements: the logo icon and the wordmark.

This horizontal version of our logo is preferred for most applications.

When color reproduction is not an option, or when using the logo on a Circle the City colored background, it is acceptable to use the black and white versions of the logo.

The black version should be used on a white or a light-colored background. The white version should only be used when placed on a black or dark-colored background.

Icon   Wordmark
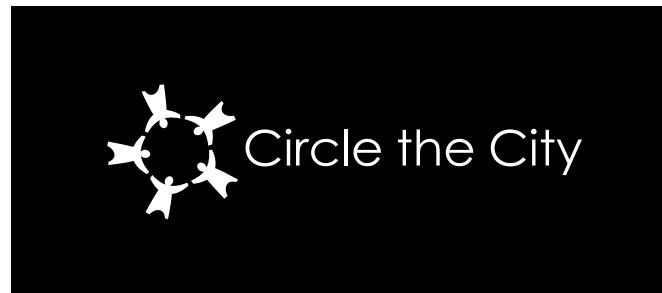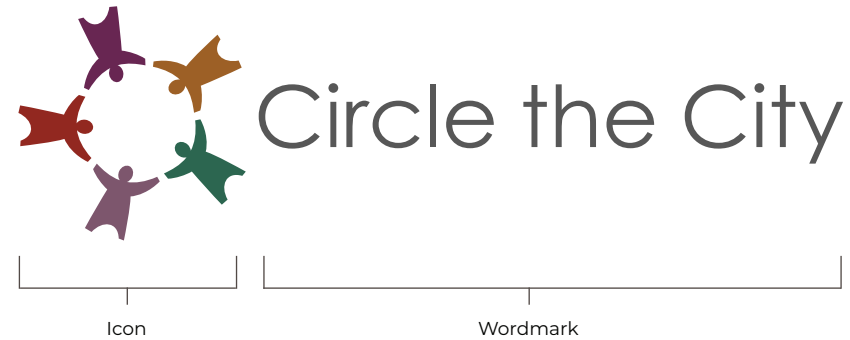
Secondary Logo

The stacked lock-up of our logo can be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented – such as in vertical applications.
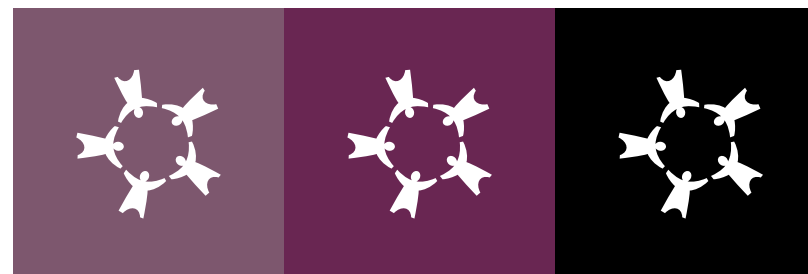

Circle the City

The Circle of Hope

The Circle of Hope icon is composed of five different people to form a whole. Its different colors conceptually represent the diversity of our community including staff, donors, partners, and the patients we serve.

The Circle of Hope should never be used as a primary mark for Circle the City; it should always be used as a supporting brand and design element.

The symbol is legible at most sizes, and can be used in full color on white or light backgrounds, or in white on darker backgrounds.

The Tagline

The Circle the City tagline is "Healing Homelessness. Together."

Our tagline is the single most important message we communicate to the public. It is our mission, our calling and our promise. Used properly and consistently, our tagline will stay in the mind of each person who comes into contact with Circle the City.

When used as a lock-up with the master logo, our tagline always appears directly below the wordmark under the horizontal line.

The standalone tagline shown is a graphic file that can be used on its own without the logo. Do not try to re-create the tagline and never alter it in any way.

Use of the tagline with the logo, or the logo alone, is generally determined on a project-by-project basis, depending on available space, audience, and objectives. We leave it to the discretion and judgment of a project owner/developer.

Circle the City
HEALING HOMELESSNESS. TOGETHER.

HEALING HOMELESSNESS. TOGETHER.

Using Our Logo

In the interest of protecting the integrity of the Circle the City brand, we have created basic logo guidelines with regard to safe area and size restrictions.
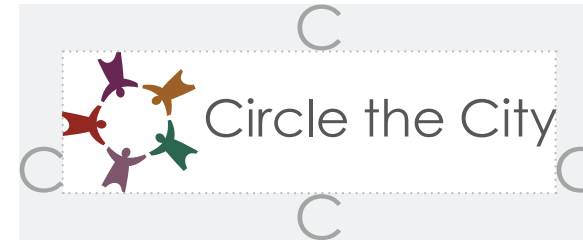
Clearspace

Clearspace is the amount of space surrounding the logo that must be kept free of other graphic elements. The minimum required space is the height of the letter "C" in the wordmark.
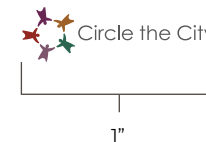
Minimum Size

To maintain legibility, never reduce the logo beyond the minimum width requirement. The minimum width of the logo is 1 inch.

**Clearspace**

Minimum Size

1"

Unacceptable Usage

In order to maintain a strong, consistent, and successful brand, our logo must be kept in the original state in which it was designed.

Do not alter the logo or use it in a way that differs from the approved usage described in the previous pages. Please note that these samples demonstrate some, but not all, improper usage of the logo.
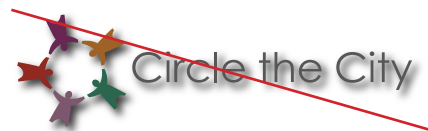
Never add an effect to the logo, including drop shadows, bevels or gradients
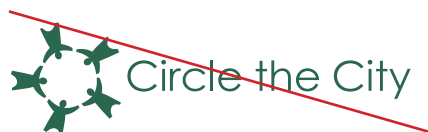
Never manipulate colors or gradients

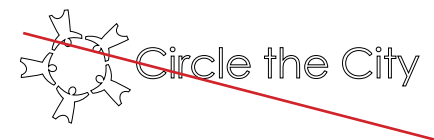Do not stretch, modify or distort the logo

Do not rotate the logo

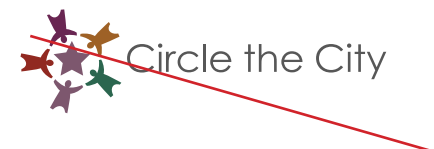Do not place the logo over a background that is too dark

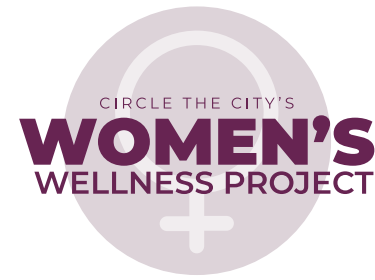Don't alter the proporations of the wordmark and icon

Don't make the logo into an outline

Never add elements inside the brandmark

Sub-Brand Logos

On the right are samples of the current sub-brand logos within the Circle the City overall brand architecture. These logos help identify the Circle the City story, organization and events.

SUPPORTING ELEMENTS

Primary Color Palette

We maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen Circle the City brand recognition, create impact and differentiate the organization.

The Circle the City color palette is comprised of the five colors used in the Circle the City brandmark. On this page you will find specifications for reproducing the Circle the City colors in a variety of ways.

PANTONE	7652
HEX	#642751
RGB	100/39/81
CMYK	70/100/55/15

PANTONE	7622
HEX	#932308
RGB	147/35/8
CMYK	0/90/100/46

PANTONE	5135
HEX	#7F566C
RGB	127/86/108
CMYK	49/70/39/17

PANTONE	1395
HEX	#9F5D08
RGB	159/93/8
CMYK	0/52/100/42

PANTONE	7734
HEX	#2C654E
RGB	44/101/78
CMYK	59/0/53/60

Secondary Colors

These supporting colors are to be used sparingly for separation, and emphasis of content.

DARK GRAY

HEX   #575858
RGB   87/88/88
CMYK   63/55/54/30

LIGHT GRAY

HEX   #F1F2F2
RGB   241/242/242
CMYK   0/0/0/5

Our Font
Montserrat

Font choice is another critical, nuanced piece of our brand identity. Our font of choice is Montserrat, which allows us to be straight talking, confident and human. Montserrat is free to download and use from Google fonts here.

Aa

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

MONTSERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

Balance

Please use balance to effectively speak clearly, confidently and to make an impact.

Aa

Aa

Aa

Intentional bolding applies **emphasis** in the right places.

We like to mix things up a bit with different weights to help get points across, with a consistent lightweight for supporting copy.

STORYTELLING

General Approach

In most Circle the City imagery, you will see smiling, determination and hope.

When we do show people facing homelessness, we always provide a vision of hope.

Photography

Photography is a big part of the Circle the City brand and helps us convey our mission. We hope to inspire and inform supporters, volunteers and others through the use of imagery that accurately portrays the Circle the City mission.

All of our campaigns, collateral, events, and brand partnerships feature inspiring images from our patients in Maricopa County.

All photography must be high quality, regardless of whether images are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to Circle the City. Please utilize the highest resolution images possible and refrain from pixelated imagery.

Natural lighting is our priority over a studio setting. Subject matter should be candid, natural, and insightful. We want to capture truthful, intimate moments of impact, joy and most importantly, hope.

Video

Videos are a critical medium for telling the Circle the City story and our patients' stories. Like all communications and materials, videos produced by any individual or group at Circle the City should be of the highest quality to properly represent the organization and its identity.

All videos should:

- Be visually interesting
- Have clear, understandable audio
- Tell a complete and compelling story as concisely as possible (in general, storytelling web videos should be no longer than three minutes)
- Follow the Circle the City brand guidelines
- Close with the appropriate Circle the City logos
- Be consistent in style, tone and message