



Interfaith Outreach

*Igniting the power of community*

Brand Standards

# Congratulations.

If you're reading this piece, it means that you're one of the key people who will be responsible for bringing the Interfaith Outreach brand experience to life. The purpose of the brand standards is to guide and inspire the people who shape the Interfaith Outreach brand. We want you to take ownership of the work you'll be creating and be proud of being an official ambassador of the Interfaith Outreach brand.

## The importance of branding

A brand is more than a name, a logo or composite of design elements. A brand is the promised and true experience. Over time, it comes to stand for something significant, unique and meaningful in one's life.

The standards in this manual are designed to communicate the foundation for the Interfaith Outreach brand and help people express the brand through all forms of communications. Adhering to these standards consistently will help build the brand by:

- Delivering the message clearly and consistently
- Confirming brand credibility
- Connecting emotionally
- Motivating a response
- Securing loyalty

Building a sustainable brand begins with a strong foundation – knowing precisely how people experience the brand today and articulating the desired brand for the future. It's intentional and strategic.

## Our mission

To engage the heart and will of our community to respond to emergency needs and create opportunities for all to thrive.

## Our vision

To build a vibrant community where everyone counts and all sectors and systems work together for the good of all.

## We value

- Our community at its best is welcoming, attentive, responsive and inclusive.
- Everyone in our community counts; everyone has an irreplaceable role to play.
- At the heart of our work are relationships built upon mutual respect, trust and accountability.
- Community partnerships provide powerful and life-changing opportunities.
- There is transformative power in giving and receiving.
- We are on this human journey together. The community we build together is more for the sharing or less for the withholding of the gifts of each of us

## Brand promise

*Igniting the power of community*

Employees, volunteers, donors, partners, clients and potential clients need to be able to relate to the brand promise. Therefore we must create meaningful and differentiated words and visual messages that capture the organization's authentic strengths.

## Our brand behaviors

### We practice radical hospitality.

We welcome the whole person—wherever they are. As we strive to be accessible and inclusive to all, we keep our minds open, our faces and voices friendly, and our hearts welcoming. We focus on “being with people” as opposed to “doing things for people.”

### We are nimble.

The happenings of life are unexpected. No two stories are exactly the same. Our work requires that we stay nimble—acting in real time to real needs and opportunities.

### As catalysts and facilitators, we must excel at partnering.

We have the advantage of being interdependent, inclusive and non-partisan. These characteristics allow us flexibility. We celebrate the power of collective wisdom.

### We are gift seekers.

We are determined to discover and affirm the unique gifts/strengths in individuals and through their contributions. This drives us to constantly seek opportunities to extend invitations.

### We are driven to achieve positive impact.

We are hardworking and purposefully hopeful about our work. We consistently address and strive to remove systemic barriers. We take our responsibility for moving people together for good seriously.

## Our brand personality

### **Creative**

We ask questions with an open mind; to learn from all. Curiosity allows us to find opportunities where others see gaps. We approach tension with fresh insight and ideas.

### **Enthusiastic**

We are hopeful in our work and words. We note opportunity where others find obstacles. We believe that nothing is impossible. We speak and behave in an empowering manner.

### **Honest**

We speak candidly. We are transparent in word and deed, sharing truths that might be uncomfortable. We use language that is clear and simple.

### **Empathetic**

We listen. We appreciate the learning that comes through embracing the journey of life. We look to see ourselves in others and let them see themselves in us through shared stories.

## Our impact

### *Igniting the power of community*

Interfaith Outreach engages cross-sector community partnerships in the delivery of immediate and family support services including food, housing & neighborhoods, education & youth, employment, and transportation. The organization has been serving families living in the eight west Hennepin County communities since 1979.

## Our brand tone & voice

Interfaith Outreach speaks with a consistent voice across all its communication channels. From website to Ambassador speeches to e-newsletters to social media, this voice is the embodiment of the new Interfaith Outreach brand experience and its' unique personality and identity. Our brand voice will help us deliver a positive brand experience of comfort, ease and a sense of connection with Interfaith Outreach for our donors, volunteers, partners, staff and service recipients.

Our tone may vary as we communicate to different audiences via different channels. Social media content might call for a particularly informal tone, for example, while information targeted at the business community might allow for longer, more complex sentences.

### **Interfaith Outreach's Tone**

Interfaith Outreach's voice and tone is driven by its personality and its passion, elements of our overall brand identity. Our tone is always:

- friendly, warm and welcoming
- caring, compassionate and empathetic
- engaging, enthusiastic and collaborative
- positive, powerful and passionate

### **Interfaith Outreach's Voice**

- uses friendly, conversational language; not overly formal or complex
- is clear and straightforward, without jargon or wordiness
- prefers active voice to passive
- avoids cliché and vagueness, instead finding fresh language and metaphors
- uses first- and second-person language ("we" and "you") and contractions when appropriate
- engages the audience in conversation, questioning and cooperation
- is helpful, thoughtful and optimistic

## Photo guidelines

Imagery is one of the primary expressions for any brand and can offer a unique point of view to distinguish the brand in the market. Photography can add believability and help make the desired emotional connection with the audience.

- Large depth of field
- Use natural light as much as possible
- Create an emotional connection by telling a story
- Focus on one or two people in the shot
- Have room in the composition to account for cropping or text overlay so usable on the website
- Be shot from interesting perspectives
- People should look happy, not stiff, candid and believable



Preferred logo format



## Visual identity

# Interfaith Outreach logo usage

Whenever possible the logo should be used in full color with the tagline, but when necessary, these alternate logo formats are approved:



## Visual identity

### Interfaith Outreach logo incorrect usage

- Do not set your own type
- Do not use the logo in non-approved colors
- Do not manipulate proportions
- Do not manipulate or use icon separately



## Visual identity

### White space

Please allow sufficient white space around the Interfaith Outreach logo.

Ideal size: icon should be at least 1/2" tall.



# Interfaith Outreach Color Palette

## Primary Color Palette



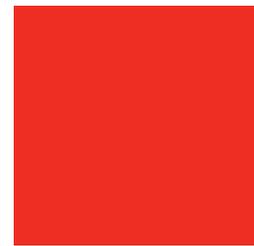
Interfaith red-orange  
PMS 1665  
c0 m79 y100 k0  
r241 g93 b34  
f26921



Interfaith yellow  
PMS 124  
c0 m30 y100 k0  
r253 g185 b 19  
fdb813



Interfaith orange  
PMS 144  
c0 m51 y100 k0  
r247 g146 b30  
f7911d



Interfaith red  
PMS 485  
c0 m95 y100 k0  
r238 g49 b36  
ee3123



Interfaith dark gray  
Cool gray 10  
c0 m0 y0 k80  
r88 g89 b91  
58585b

## Secondary Color Palette



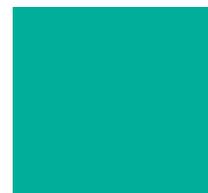
Interfaith gold  
PMS 130  
c0 m39 y98 k0  
r250 g168 b30  
faa71d



Interfaith green  
PMS 354  
c81 m0 y92 k0  
r0 g177 b 86  
00b056



Interfaith light blue  
PMS 7458  
c53 m3 y8 k9  
r100 g182 b 207  
63b6cf



Interfaith teal  
PMS 3275  
c90 m0 y52 k0  
r0 g174 b 154  
00ae99



Interfaith dark blue  
PMS 7700  
c84 m17 y0 k57  
r0 g86 b122  
00567a



Interfaith pink  
PMS 241  
c27 m100 y0 k2  
r181 g26 b138  
b419898



Interfaith yellow-green  
PMS 396  
c10 m0 y100 k11  
r213 g 209 b 14  
d4d00e

## logo colors



### icon colors



Interfaith red-orange  
PMS 1665  
c0 m79 y100 k0  
r241 g93 b34  
f26921



Interfaith yellow  
PMS 124  
c0 m30 y100 k0  
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Interfaith orange  
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Interfaith red  
PMS 485  
c0 m95 y100 k0  
r238 g49 b36  
ee3123

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**Interfaith Outreach™**  
*Igniting the power of community*

### text color



Interfaith dark gray  
Cool gray 10  
c0 m0 y0 k80  
r88 g89 b91  
58585b

## Service area logos



## Approved fonts

For Brochures, Flyers, Posters, Newsletters, Annual Report, etc:

Montserrat Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Montserrat Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Montserrat Semi Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Fonts available for download at:

<https://www.fontsquirrel.com/fonts/montserrat>

For Word, emails, Forms, Labels & Powerpoint:

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

**Arial**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

Calibri

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

**Calibri**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

## Campaign logos

The parent brand logo is incorporated into the Sleep Out and Prevent Hunger campaign logos. Additional Interfaith Outreach logo is NOT needed when using the campaign logos.



## Campaign logos



## Signature Fundraising Event logos



## Signature Fundraising Event logos

GIRLS,  
GLAMOUR  
& *Giving*  
 Interfaith  
Outreach

GIRLS, GLAMOUR  
& *Giving*  
 Interfaith  
Outreach

## Signature Fundraising Event logos



## Signature Fundraising Event logos



## Resale Select logo



## Color Palette

	Interfaith orange PMS 144 c0 m51 y100 k0 r247 g146 b30 f7911d
	Interfaith dark gray Cool gray 10 c0 m0 y0 k80 r88 g89 b91 58585b
	Interfaith yellow-green PMS 396 c10 m0 y100 k11 r213 g 209 b 14 d4d00e
	Interfaith light gray Cool gray 7 c0 m0 y0 k55 r153 g153 b154 999899

## Resale Select logo usage

Whenever possible the logo should be used in full color with the tagline, but when necessary, these alternate logo formats are approved:



White on color

Logo Fonts:

Sanchez

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Montserrat Semi Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Live the brand. Be genuine and insightful in all of your work.

If you have questions regarding the Interfaith Outreach brand usage, please contact Deb Sakry Lande @ [DLande@iocp.org](mailto:DLande@iocp.org) or 763-489-7509.