

**VOTE 411**

# BRAND STANDARDS

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# WHO WE ARE

Launched by the League of Women Voters Education Fund (LWVEF) in October of 2006, **VOTE411.org** is a “one-stop-shop” for election related information. It provides nonpartisan information to the public with both general and state-specific information.

## What we do

Reach, inform, and engage the United States electorate through an innovative, user-focused product.

## How we do it

By ensuring that every single brand output is inclusive, energizing, informative, trusted, intuitive, and modern.

# PRIMARY LOGO

This is the primary VOTE411 logo mark and it includes the logo tagline “Election Information You Need”. These two components combined have a fixed relationship and should never be altered, modified, or recreated in any way. When the logo is used in the context of general VOTE411 brand material the tagline is not required to be in use. This logo can be used online and print.

## Minimum Size

This logo should never be used smaller than .75” (3/4”) high. It is crucial to maintain legibility and ensure brand recognition wherever it is used.

## Clear Space

To ensure brand integrity and visibility, this logo should always be kept a minimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by a minimum of .25” (1/4”) clear space.





# SECONDARY LOGO

This is the secondary VOTE411 logo mark. This logo should never be altered, modified, or recreated in any way. It should ONLY be used on VOTE411 social media profile accounts and permission should be requested before using on any other supporting materials or swag. To request permission for use contact us at [communications@lwv.org](mailto:communications@lwv.org).

## Minimum Size

This logo should never be used smaller than .75" (3/4") high. It is crucial to maintain legibility and ensure brand recognition wherever it is used.

## Clear Space

To ensure brand integrity and visibility, this logo should always be kept a minimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by a minimum of .25" (1/4") clear space.



# LOGO FORMATS

The preferred background color for the VOTE411 family of logos is white. When white is not an option, a background or color that allows the logo to be legible must be used. ONLY use the grayscale logo when color is not available and the white logo when using VOTE411 primary colors as a background. The logo must remain legible and recognizable in accordance with the brand standards at all times. Outside of the context of VOTE411 brand material, the tagline is required to be in use.

Default Logo



Default Logo with Tagline



Grayscale Logo



Grayscale Logo with Tagline



Default Logo on Dark Background



Default Logo on Dark Background with Tagline



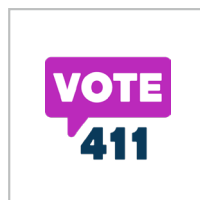
White Logo on Dark Background



White Logo on Dark Background with Tagline



Social Media Logo

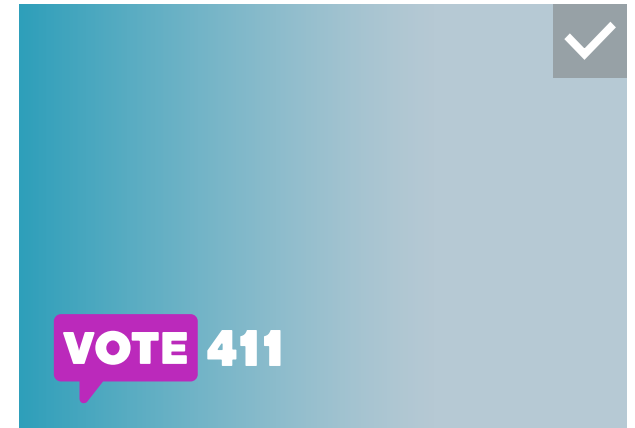


Social Media Logo on Dark Background



# LOGO DO'S

Follow these best practices in order to maintain brand standards and logo legibility.



Background color should provide enough contrast with logo mark.

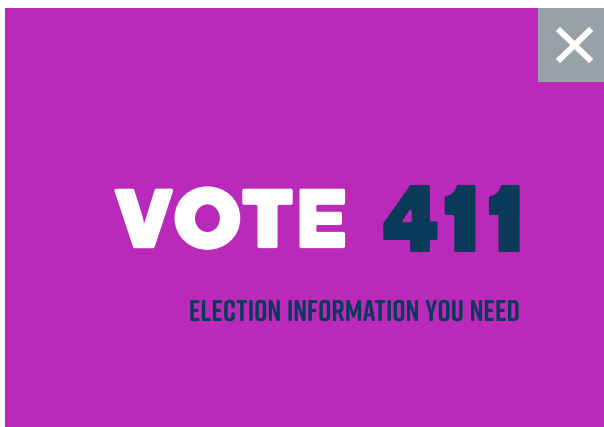
Only the brand primary colors and black can be used as a background color to the white logo.

Place logo in an uncluttered light or dark area away from the focal point.

Use lighter logos on darker areas and vice-versa.

# LOGO DON'TS

Incorrect usage is viewable below.



Avoid lack of contrast between the logo and background color.

Avoid using the white versions of the logo on background colors that are not brand primary colors.

Avoid using the grayscale or any variation of the logo as the central focal point in photography.

# LOGO MISUSE

Incorrect examples outlined below. To provide our audience with a consistent and trustworthy brand experience, do not use the logo in the following ways:

Do not change the transparency of the logo



Do not use a single color – the white logo is the only exception to this



Do not change the accent color



Do not distort the logo



Do not change the base color



Do not outline the logo



Do not use drop shadows or any other effects



Do not change the alignment of the logo



Do not recreate with a different typeface



Do not crop the logo



Do not change the weight of the logo



Do not rotate the logo



# COLOR PALETTE

The color palette of the VOTE411 brand consists of the two primary colors used in the logo and five secondary colors. Color is an integral part of our brand identity, and consistent use of color will create and strengthen brand recognition. The following color-build percentages **MUST BE FOLLOWED** to maintain brand consistency, color accuracy, and for the logo to appear correctly. Colors used for web and digital applications must use the required RGB or HEX equivalents and CMYK or PMS for print as indicated below.

## Primary Colors

<b>Dark Blue</b> The Dark Blue primary color should appear throughout all main headlines on communications and collateral unless text needs to be reversed to white for legibility.  HEX #0a3a5a RGB 10, 58, 90 CMYK 100, 69, 7, 30 PMS 294	<b>Yellow</b>  HEX #fec40e RGB 254, 196, 14 CMYK 0, 23, 98, 0
	<b>Green</b>  HEX #3fa06f RGB 63, 160, 111 CMYK 76, 14, 73, 0
<b>Fuchsia Purple</b>  HEX #bb29bb RGB 187, 41, 187 CMYK 40, 90, 0, 0 PMS Purple C	<b>Turquoise Blue</b>  HEX #2e9fba RGB 46, 159, 186 CMYK 75, 20, 21, 0
	<b>Purple</b>  HEX #6e6da9 RGB 110, 109, 169 CMYK 64, 61, 6, 0
	<b>Red</b>  HEX #dd3561 RGB 221, 53, 97 CMYK 8, 93, 48, 0

## Secondary Colors

## Slate (Tints and Shades)



Slate Dark	Slate Medium	Slate Light
HEX #94a8b2	HEX #b6c9d4	HEX #eef4f8
RGB 148, 168, 178	RGB 182, 201, 211	RGB 238, 244, 248
CMYK 44, 26, 24, 0	CMYK 28, 13, 11, 0	CMYK 5, 1, 1, 0

## Gray (Tints and Shades)



Gray Dark	Gray Medium	Gray Light
HEX #111111	HEX #333333	HEX #666666
RGB 17, 17, 17	RGB 51, 51, 51	RGB 102, 102, 102
CMYK 73, 67, 66, 83	CMYK 69, 63, 62, 58	CMYK 43, 35, 35, 1

Use tints and shades of Slate on backgrounds and borders to add contrast to sections that have a lot of negative space on white backgrounds. Use tints and shades of Gray on body copy typography.

Use secondary colors on backgrounds, borders, and to highlight key words in headlines. NEVER use the primary color Fuchsia Purple or secondary colors on supporting body copy text to ensure there is enough color contrast for readability.

AA

## Display Typeface

### Rift

Rift is a sans-serif typeface with features that are condensed and uppercase-only. Use this font ONLY on main headline text and avoid overuse. The font is available for use with a license to purchase from Adobe Typekit at:

<https://fonts.adobe.com/fonts/rift>

### Bold

**ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ**

Aa

## Body Typeface

### Poppins

Poppins is a sans-serif typeface with features that are geometric yet practical. This font can be used for both heading and body copy text styles. The font is available for free to download from Google Fonts at:

<https://fonts.google.com/specimen/Poppins>

### Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

### Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Semi-bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**



AA

## Display Typeface (System)

### Impact

Impact is a sans-serif typeface with features that are realist and bold. Given its wide availability, it is a good back-up for the primary brand display typeface. System typefaces are used for PowerPoint presentations, Word documents, and online email communications. ONLY use when the primary fonts are not available.

Regular

**A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z**

Aa

## Body Typeface (System)

### Verdana

Verdana is a sans-serif typeface with features that are humanist. Given its wide availability, it is a good back-up for the secondary brand body typeface font. System typefaces are used for PowerPoint presentations, Word documents, and online email communications.

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

# PHOTOGRAPHY

Photography is an essential element for communicating VOTE411's brand message. Images are selected to position the brand as genuine and professional. The primary focus of photography should be action-oriented and outcome-driven. Candid shots should capture shots of constituents engaging with mission-oriented activities. ALL photos should be full color. Avoid the use of stock photography.

## Get permission to use your subject's images & likeness

Generally, a person who is photographed has the sole right to control the use of their image and likeness, especially for commercial or fundraising purposes. If possible get written permission from the person photographed to use their picture.

If that is not practical because, for example, the photograph is of a crowd or at an event, then post a sign saying all attendees at the event consent to LWV's use of their images and photos or require them to sign a sign-up sheet at the entrance with this language.

Do not use photographs scraped off the internet, or use stock photography without the permission of the copyright owner. Contact information for the copyright owner is usually posted on the Web.

## Focus on faces, connection, & engagement

- Avoid shots that look posed
- Aim for authenticity and natural compositions
- Avoid subject looking directly at the camera
- Focus on expression and the connection of the subject with the audience
- Avoid very close-up shot
- Try to provide some context of the subject in their environment, but use a shallow depth of field to draw focus to subject
- If the background is too overwhelming, crop accordingly
- When shooting groups, avoid everyone looking at the camera. A mix of subject focus will provide dynamism and movement

## Highlight action & interaction

- Show people taking action, including: voter registration, community engagement, and advocacy
- Try to keep backgrounds from being too busy so subject(s) are clear

## Showcase diversity

- Include diversity of age, race, color, religion, sex, gender identity and/or expression, sexual orientation and disability.
- Diversity of point of view/style will reflect broader attitudes
- Try to keep backgrounds from being too busy so subject(s) are clear
- An intergenerational group of people could provide depth and connection to LWV's history

## Tell emotional stories at a glance

- Focus on the impact of voting rights on people
- Show children in the context of their parents taking action can be powerful
- Using objects in context of people can also be useful providing a human connection

# PHOTOGRAPHY

The examples below highlight four key types of characteristics that should be considered when choosing photography.

Focus on faces, connection, & engagement



Highlight action & interaction



Tell emotional stories at a glance



Showcase diversity



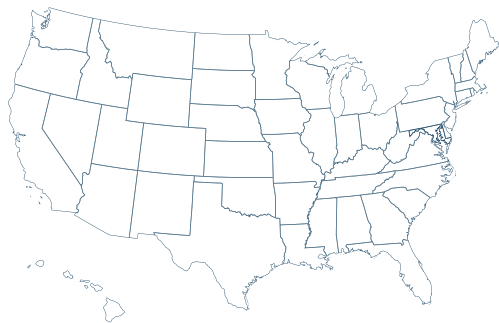
# ICONOGRAPHY & PATTERNS

Iconography and patterns emphasize the main brand adjectives: **informative**, **energizing**, **intuitive**, and **modern**. Iconography should only be used to support text. Over-complicated iconography and illustrations should be avoided as it will take away from the preferred tone of the brand. VOTE411 brand colors should be incorporated as accents to highlight key elements on iconography. Patterns should not be the main focal point of any material but instead should serve as a subtle brand element.

## Iconography



## Illustrations



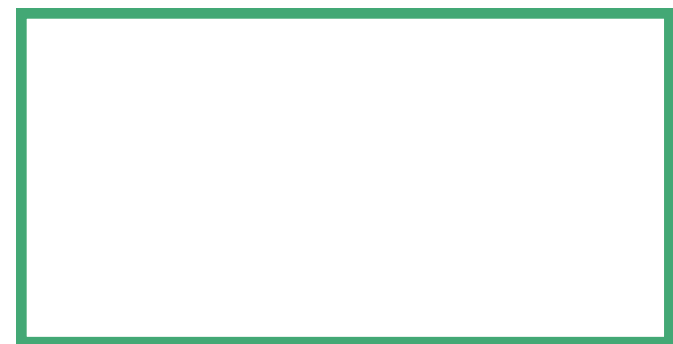
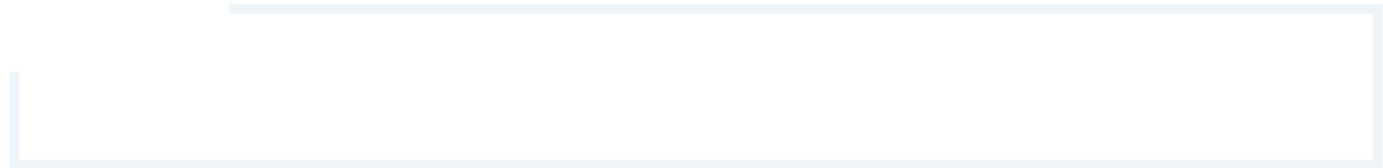
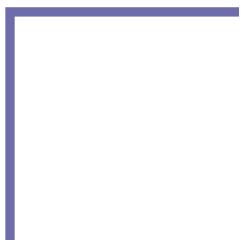
## Patterns (Preamble to the United States Constitution)

WE THE PEOPLE OF THE  
UNITED STATES, IN ORDER TO  
FORM A MORE PERFECT  
UNION, ESTABLISH JUSTICE,  
INSURE DOMESTIC  
TRANQUILITY, PROVIDE FOR  
THE COMMON DEFENCE,  
PROMOTE THE GENERAL  
WELFARE, AND SECURE THE  
BLESSINGS OF LIBERTY TO  
OURSELVES AND OUR  
POSTERITY, DO ORDAIN AND  
ESTABLISH THIS

WE THE PEOPLE OF THE  
UNITED STATES, IN ORDER TO  
FORM A MORE PERFECT  
UNION, ESTABLISH JUSTICE,  
INSURE DOMESTIC  
TRANQUILITY, PROVIDE FOR  
THE COMMON DEFENCE,  
PROMOTE THE GENERAL  
WELFARE, AND SECURE THE  
BLESSINGS OF LIBERTY TO  
OURSELVES AND OUR  
POSTERITY, DO ORDAIN AND  
ESTABLISH THIS

# DECORATIVE BORDERS

Borders should generally be reserved for use on call-to-actions, but they can also be incorporated thoughtfully through-out collateral and imagery. Each border pattern can utilize any VOTE411 brand color. These elements are used throughout the brand to represent the constant motion and activity that defines the action-oriented election process.



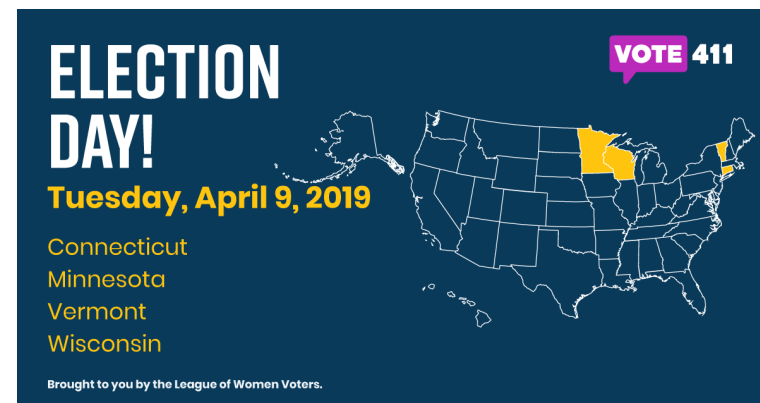
# SOCIAL MEDIA POSTS

When advertising on social media VOTE411 should represent the brand adjectives: **transparent**, **friendly**, and **trusted**. Use action-oriented headlines to emphasis actions the audience can take. Below are four example layouts to lead the stylistic direction of a social media post. The VOTE411 site URL is required if the logo is not in use on a post.

## Iconography with Border



## Illustrative (Election Day Map)



## Photography with Border



## Iconography with Background Color





# SOCIAL MEDIA COVER PHOTOS

When creating a cover photo for all social media platforms VOTE411 should always have an emphasis on people and be warm and be diverse. Photography is a requirement for all cover photos. In order to maintain consistency ALWAYS use the same cover photo wherever applicable on all social media accounts. Below are four example that can be used to lead the stylistic direction of a social media cover photo.

## 3/4 Photo with background color and illustration



## Photo grid



## Full photo with illustration and overlay



Text should be placed in the center or to the right to avoid text being obstructed by the platforms profile layout.

## Full photo with border and overlay





# SOCIAL MEDIA COVER PHOTOS

Across ALL social media platforms use the same logo format and background color. Listed below are example cover photos and profile pictures.

## Twitter



## Facebook

