MULTIPLYING GOOD

STYLE GUIDE FOR CONSISTENT BRANDING

Brand Guidelines

CONTENT OUTLINE

BRAND GUIDELINES

PAGE

TO CULTIVATE GREATNESS THROUGH SERVICE TO OTHERS

BRIEF OVERVIEW

ABOUT MULTIPLYING GOOD

We believe individuals are transformed through service to others.

Service offers a solution. We face real problems in our country, and the impact is steadily mounting. We believe a solution lies in creating positive change through helping others. Service reconnects us to one another. It provides opportunities for us to grow as individuals. It transforms us into happier, more active members of society. It creates stronger, more connected communities.

SERVICE IS...

SERVICE CONNECTS

Nearly 43 million Americans suffer from chronic loneliness. Service reconnects people to communities, building connections and networks of support.

SERVICE FEELS GOOD

Anxiety and stress are at all-time highs. Service combats depression, increases self-confidence and promotes healthy lifestyles.

SERVICE BUILDS SKILLS

50% of CEOs struggle to find employees with the skills that drive workplace success. Service delivers those skills: empathy, understanding of difference, project management, communications and results-orientation.

SERVICE IS COMMUNITY

Empathy rates are down by 40%. Service cultivates compassion and commitment to others.

THE KEY TO BRAND VISIBILITY IS CONSISTENCY

Only use the logo in the colors provided. Never change the color or alter the logo in any way.

For the Jefferson Award lockup, only use the logo lockups in the colors provided. Never change the color or alter the logo in any way. Always use the full lockup with name and logo for any general designs i.e. emails, print, digital, etc. The single 50 is a design element intended for events to use.

FULL COLOR

WITH MANTRA

MULTIPLYING**GOOD**
THE POWER OF SERVICE TO OTHERS

WITHOUT MANTRA

MULTIPLYING**GOOD**

REVERSE COLOR

MULTIPLYING**GOOD**
THE POWER OF SERVICE TO OTHERS

MULTIPLYING**GOOD**

MULTIPLYING**GOOD**
THE POWER OF SERVICE TO OTHERS

MULTIPLYING**GOOD**

WITH MEDALLION

WITHOUT MEDALLION

REVERSE COLOR

WITH MEDALLION

WITHOUT MEDALLION

PROPER LOGO USE

SOCIAL MEDIA AVATARS

FULL COLOR

REVERSE COLOR

COLOR IS JUST AS IMPORTANT TO THE OVERALL BRAND VISIBILITY

The primary Multiplying Good colors are three shades of blue: Dark Blue, Medium Blue and Light Blue.

The secondary palette should be used sparingly as accents. CMYK values are for printed pieces, RGB values are for digital. Color palette usage should be consistent across all programs and departments (programs and program logos do not have their own unique colors).
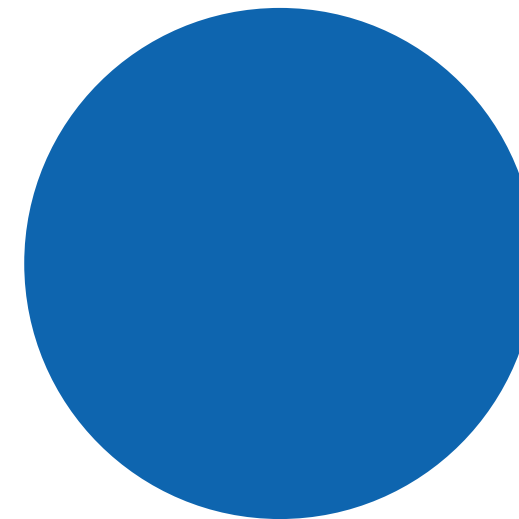
PRIMARY COLORS
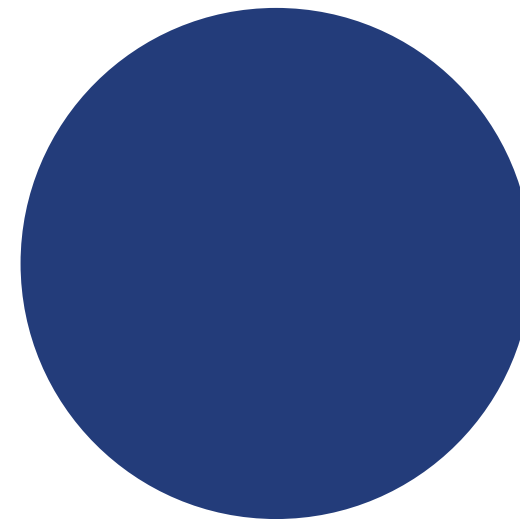
DARK BLUE

HEX CODE
#00357F

CMYK:
100 50 0 50
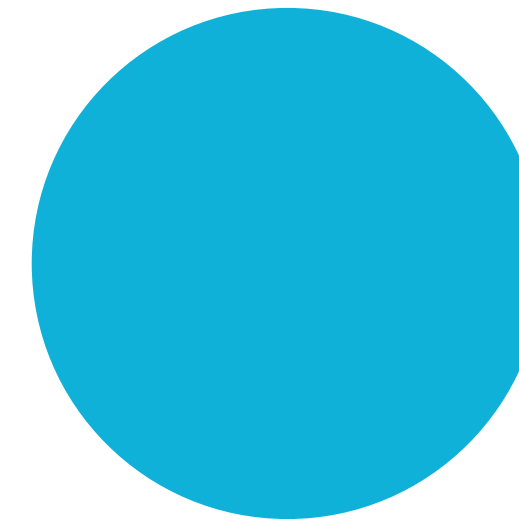
RGB:
0 63 127

MEDIUM BLUE

HEX CODE
#0964AF

CMYK:
95 43 0 31
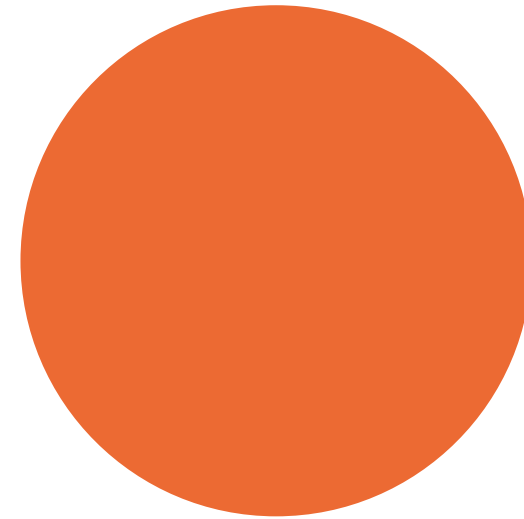
RGB:
9 100 175

LIGHT BLUE

HEX CODE
#15B1D8

CMYK:
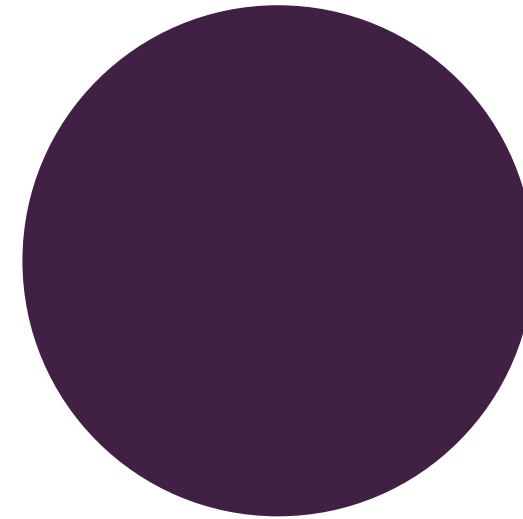90 18 0 15

RGB:
21 177 216

SECONDARY COLORS

DEEP ORANGE

HEX CODE
#EC6A35

CMYK:
0 55 78 7

RGB:
236 106 53

DARK VIOLET

HEX CODE
#402143

CMYK:
4 51 0 74

RGB:
64 33 67
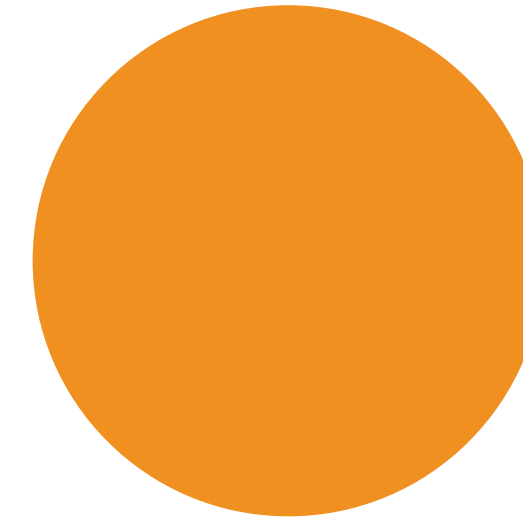
TANGERINE

HEX CODE
#F18F01

CMYK:
0 41 100 5

RGB:
241 143 1
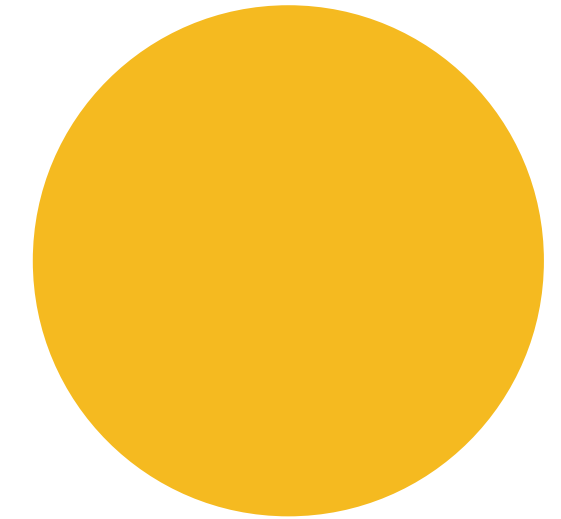
GOLD

HEX CODE
#F6BA24

CMYK:
0 24 85 4

RGB:
246 186 36

COLOR PALATTES

RATIOS

When designing creative solutions for marketing collateral and digital applications, use these ratios as a guide to your decision making. Tints are available for use in gradients, infographics and approved illustrative elements, otherwise all colors should be used at their exact values.

PRINT

DIGITAL

TINT
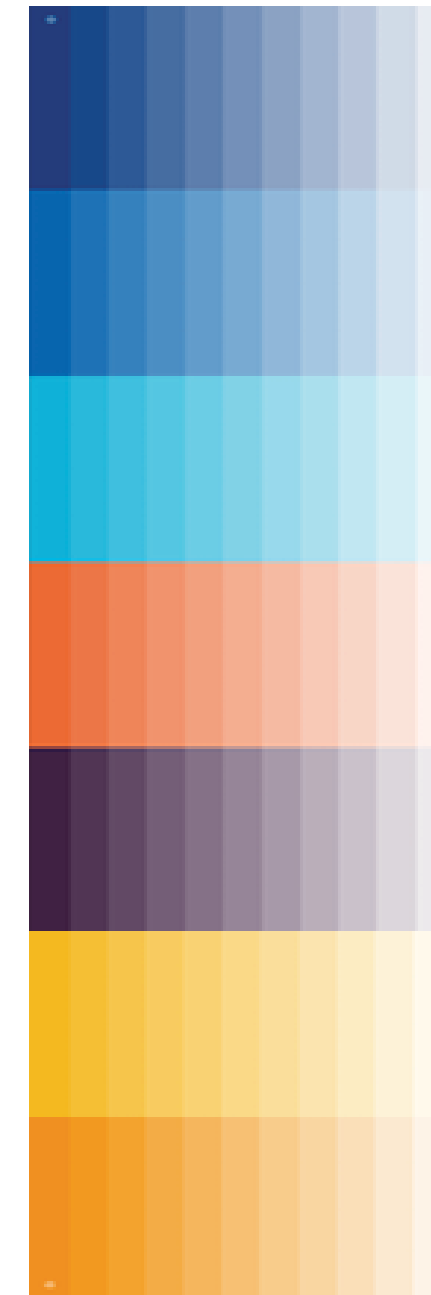
MAKE THE MESSAGE CLEAR TO READ

Multiplying Good has three font identities.

The visual identity utilizes two font families, Tisa Sans and Heroic Condensed for all print and digital applications.

The logotype identity relies on two fonts, Rift Soft and Dagny Pro to create the letterforms of the logotype.

System fonts are fonts that ship by default in WinOS and MacOS. These can be used as a substitute when the primary and secondary fonts are not available.

Tisa Sans

Tisa Sans is the primary typeface used in most situations.

The font is used in body copy as well as longer headlines where legibility is important. A mix of weights are used for typographic hierarchy and variety.

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Heroic Condensed is used when an impactful tone is necessary.

The main application of this font is for short headlines, labels and stats and should be applied in ALL CAPS only.

HEROIC CONDENSED

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Rift Soft provides the primary volumes and shapes used to create the main letterforms of the logotype.

RIFT SOFT

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Dagny Pro is the font used for the tagline which locks up with the logo. It should be applied in ALL CAPS.

DAGNY PRO

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Trebuchet MS can be used as substitute system font for situations in which Tisa Sans is not available.

TREBUCHET MS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Impact can be used as a substitute system font for situations in which Heroic Condensed is not available.
This should be used sparingly.

IMPACT

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MAKE THE IMPACT YOUR VIDEO DESERVES

Video animations and transitions to add as into and outros for various video segments help feature the overall Multiplying Good brand as well as our Jefferson Awards.

BLUE

WHITE

WITHOUT MEDALLOIN

WITH MEDALLION

CONTACT INFORMATION

EMAIL ADDRESS
info@multiplyinggood.org

WEBSITE
www.multiplyinggood.com