



Identity & Brand Guide

Navigation Page

3	Logo
7	Colors
11	Typography
14	Voice
18	Photography
22	Event Branding
29	Assets
32	Contact Information



Logo

Logo

Bridge Communities' logo is in the shape of a square, featuring a sun behind a mother and two children inside a house. The graphic is on a bridge, with "Bridge Communities" under the graphic.

The logo may not be stretched, skewed or otherwise distorted in any way. Doing so destroys the integrity of the logo and introduces inconsistency in the way the brand is represented. The logo must be only used with Yellow-PMS 109. Its HEX equivalent is #FFE321.



Logo Scale

Minimum size for the square logo to be used is 1 inch wide. There is no maximum size, but it's important to leave open space around the logo.

There should always be a clear space of at least 1/16 of an inch around the edges of the logo to be used as white space.



Logo Usage

Consistent usage of our logo is key to making sure it is universally recognized. Here are some ways to avoid using the logo.

While black and white versions of the logo can be used, the logo in full color is always preferred.



Black and white logo can be used in pieces printed in black and white



The logos colors cannot be changed in any other way



Don't crop or rotate



Don't change the font



Don't use on bright colors



Colors

#FFE321

#FFFFFF

#000000

#FFF3A4

#EDCF00

#315FC3

#186C88

#2F8CA3

#98CED9

#619B7C

#9cd7b5

#00A652

#FF7421

#ED5900

**Primary
Colors**

**Secondary
Colors**

Brand Colors

Colors help tell the story of Bridge Communities and help make our brand recognizable.

Choosing from colors within this color palette helps keep the Bridge brand looking consistently and creates cohesion across our materials.

Primary Colors



#FFE321

#FFFFFF



#000000

This is Bridge's main color palette, as can be seen on our logo. These colors, especially the yellow, should appear in all designs and communications.

Since the yellow is a bright color, it is important to recognize that it may fit better into a piece as a highlight or accent color.

#FFF3A4

#EDCF00

#315FC3

#186C88

#2F8CA3

#98CED9

#619B7C

#9cd7b5

#00a652

#FF7421

#ED5900

Secondary Colors

While these colors are not the primary colors of our brand, they can still be used to help connect to Bridge's brand.

Almost all pieces should still have our primary colors present in some form. However, these secondary colors can help compliment them and add a softness to the otherwise stark palette.



Typography

Brand Fonts

Just as colors help us define the Bridge voice, so too do the fonts we use. It is important to keep that voice consistent.

The font used in our logo is Adobe Caslon. We will also use Caslon, Avenir, and Myriad in our printed materials. The three represent our typical brand fonts.

Adobe Caslon

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Myriad

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fonts for Wider Use

Adobe Caslon, Avenir, and Myriad will not always be available across platforms. In those cases, we will allow those shown on the right as acceptable alternatives.

On Canva:

Caslon #3 for Adobe Caslon
Avenir Next Arabic for Avenir
Open Sans for Myriad

On Microsoft:

Aptos as a main typeface
Arial as an accent for body text
Century Gothic for header text



Voice

Authentic
Empowering
Warm
Engaging

Brand Voice

Our brand voice helps convey the message of who Bridge is. Accordingly, we strive to be authentic, empowering, warm, and engaging in our messaging.

While we will strike a professional tone, we avoid doing so in a way that comes across as overly formal. We are a community organization that seeks to engage with and help empower the whole of our community and that is reflected in our voice.

Authentic
Empowering
Warm
Engaging

Inclusive Language

Bridge Communities strives to be an equitable organization where all families feel welcome and can thrive. Inclusive language is a meaningful way to create a more respectful, equitable and welcoming culture and environment for everyone across all backgrounds and identities.

Using inclusive and equitable language is crucial to truly creating a warm, authentic, and empowering tone for everyone in our community.

Tips for Writing Inclusively

- Describe people with person-first language:
 - "Person facing homelessness" not "homeless person"
- Use gender-neutral language:
 - Instead of "chairman", use "chairperson"
 - Use "they" as a singular pronoun when not talking about specific individuals
- Avoid unconscious bias in language:
 - Don't assume gender, race, ability, etc. in descriptions or examples
 - Don't position one group as the default or norm
- Use accurate terminology for groups:
 - Research up-to-date language preferences
- Adjust your frame of reference:
 - Be mindful of continually saying "they" about other groups and use "we" if it applies
- Consider diverse perspectives:
 - Include quotes, stories, experiences from underrepresented groups
 - Think about how those groups might feel being written about
- Use parallel language:
 - Refer to different groups in similarly substantive ways
- Highlight the strength of those we serve instead of just the ways they were/are vulnerable



Photography

Photography Style

Photos have the power to quickly convey a lot of information about our brand: who we are, what our focus is, and who we serve. It is important that the photography we use aligns with our branding.

Much like our brand voice, our imagery should similarly be authentic, empowering, warm, and engaging. Our photography should feel in-the-moment, genuine, and help tell a story.

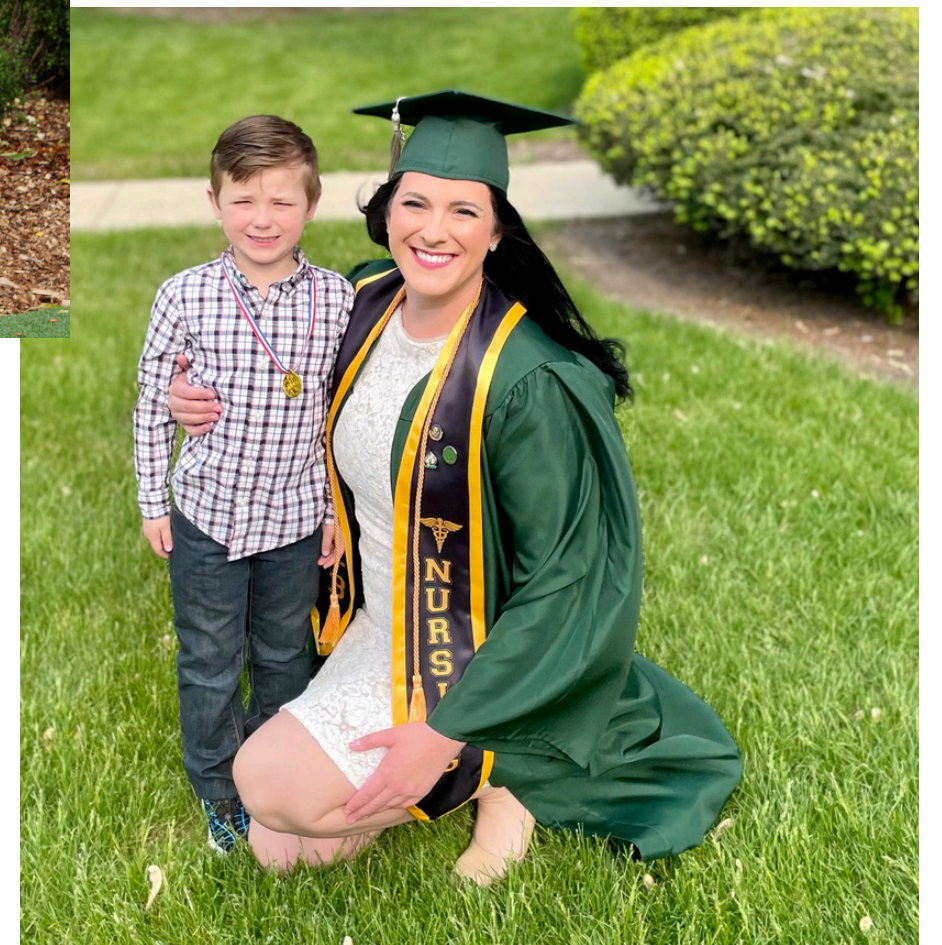
Photographing Clients

As the mission of Bridge is to transition families facing homelessness to self-sufficiency, sharing the stories of these families is the focus of much of our photography.

These pictures should look like good quality, family photos that captured a genuine moment with these families, even when posed.

Additionally, pictures of our clients should be respectful, empowering, and reflect the diversity of our program and community. Pictures also must not contain identifiable information. Name tags, street addresses, etc. must be blurred, covered, or removed from the picture.

Photography Examples





Event Branding



Wine Women & Shoes

Wine Women & Shoes (WWS) logo must be used with the “Benefiting Bridge Communities” subtext. When possible the WWS logo should be paired with the Bridge Communities logo.

WWS is owned by Studio 4forty, who Bridge partners with to host our yearly Chicago Western Suburbs event. Graphics and visual material is usually made in partnership with Studio 4forty.

This fun, fabulous, high-energy event is paired with a slight shift in our usual tone to accentuate those aspects of this event.

Celebrating Women, Transforming Lives



Celebrating Women, Transforming Lives (CWTL) is an event owned by Bridge Communities. CWTL uses a colorful logo using purple (#732473), green (#009e42), blue (#108ad6), orange (#ff8e21), and red (#ff3029). It also contains Edwardian and Adobe Caslon fonts.

This logo should be paired with the Bridge logo whenever possible.

Bridge Communities' Pickleball Tournament



Bridge Communities' Pickleball Tournament (BCPT) is an event owned by Bridge Communities. BCPT logo uses Bridge yellow (#FFE321), green (#00a652), and an off-white yellow (#FAF9F2).

It also contains Avenir and Adobe Caslon fonts.

Glen Ellyn Backyard BBQ

The Glen Ellyn Backyard BBQ is a community event benefitting Bridge Communities that Bridge takes an active role in.

The logo should be paired with the Bridge Communities logo whenever possible to strengthen the connection between this event and Bridge for this event's audience.



Sleep Out Saturday



Sleep Out Saturday (SOS) is an event owned by Bridge Communities. SOS's logo uses Bridge yellow (#FFE321), green (#00a652), and light green (#9cd7b5).

Annual versions include a date on the inside of the tent and should only be used to correspond with that year's event. The logo includes the fonts Adobe Caslon (Bridge Communities, Sleep Out Saturday) and Myriad (for the homeless, one night, date)



Assets

Logo Download

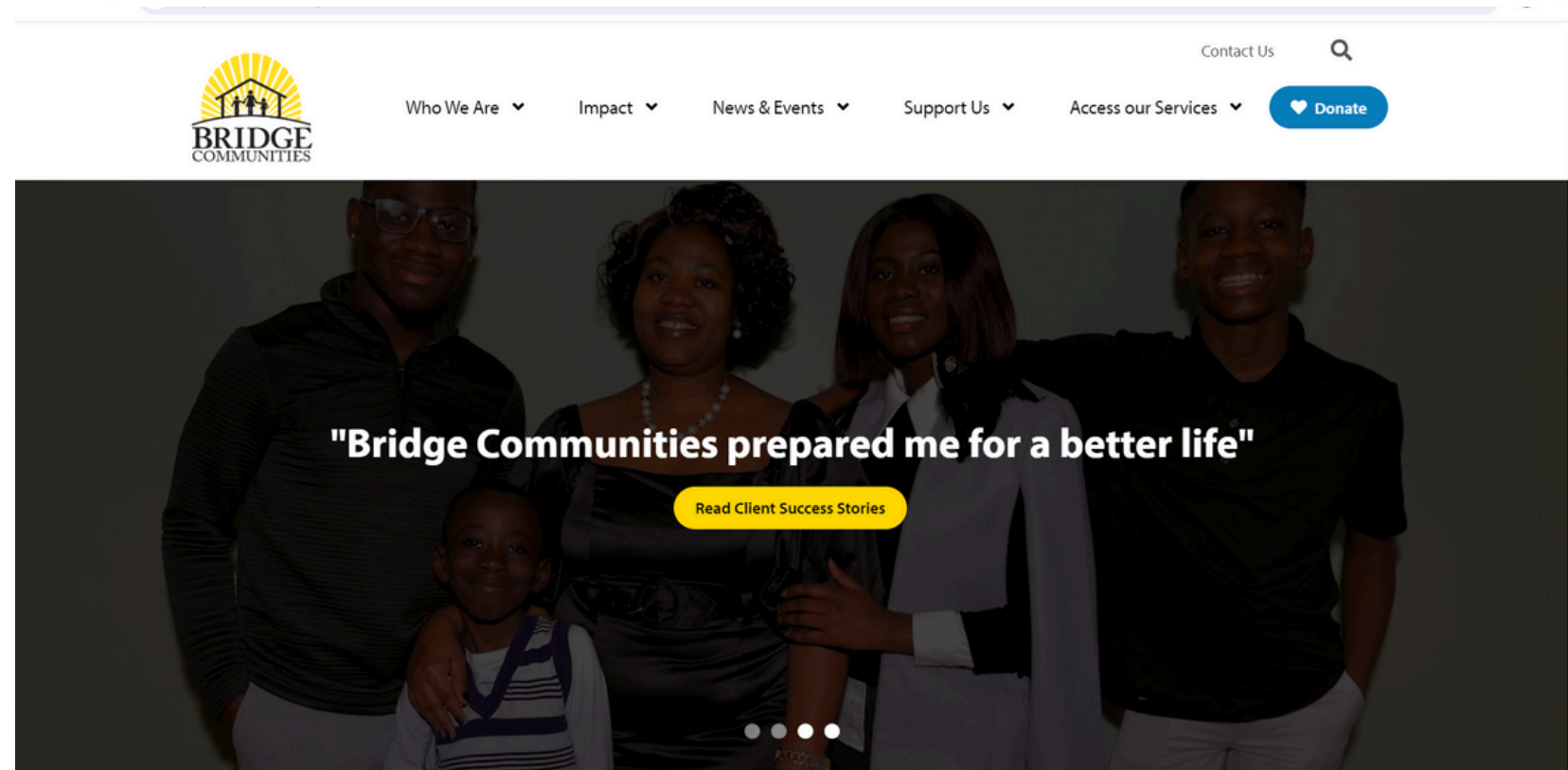
Click on the Bridge Communities logo to download a copy of it.

You can also find a version of the logo with the white background removed [here](#).



Communication Pieces

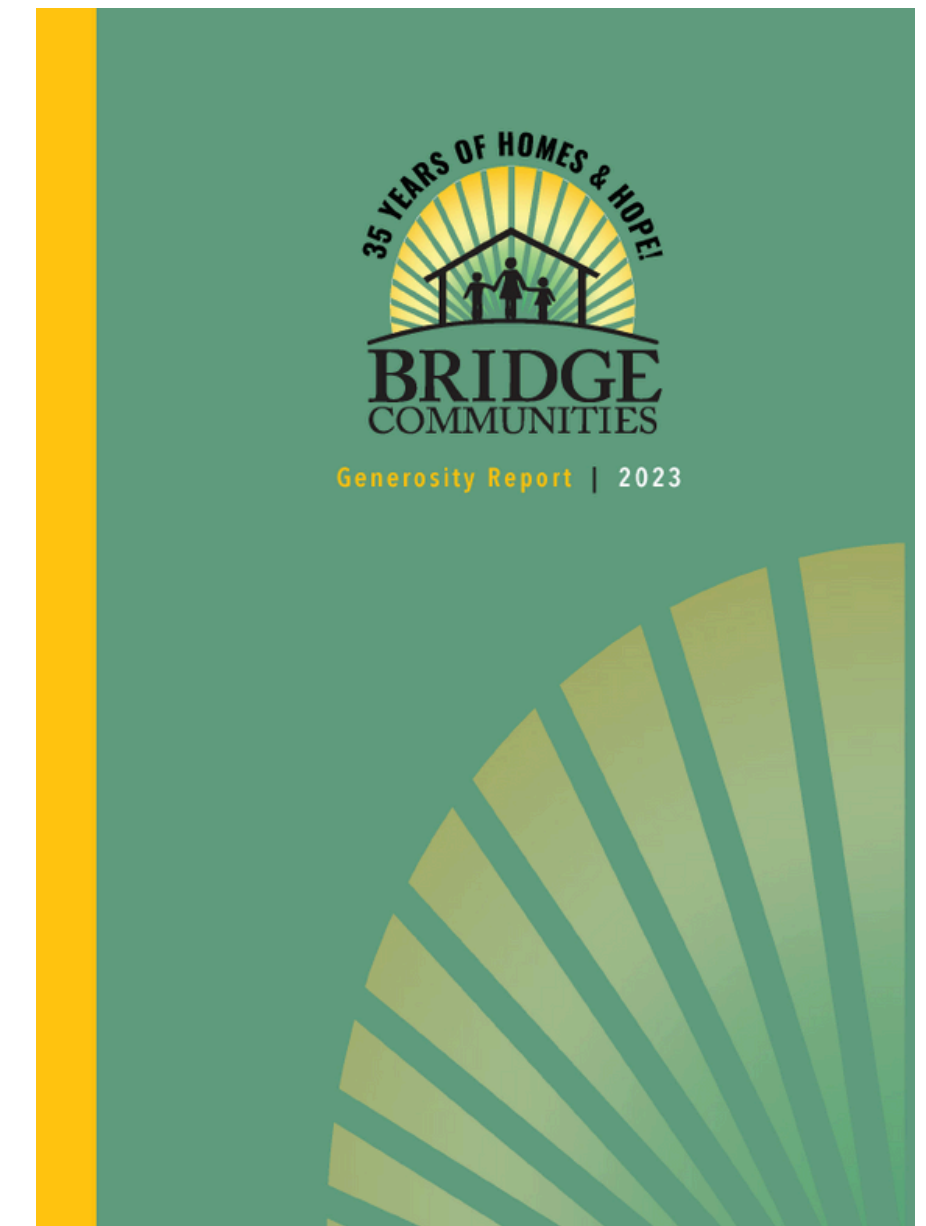
Click on the communication pieces to see examples of the Bridge Communities brand in action.



[Visit our Website](#)



[View the Bridge
Newsletter *Connections*](#)



[View our 2023 Generosity
Report](#)

Contact Information

For questions or clarifications on these brand guidelines, please contact:

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