



BRAND & VISUAL **STYLE GUIDE**



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BRAND PLATFORM

BRAND POSITION

Capstone improves the lives of Vermonters by providing advocacy, resources, and programs with long term impact and that meet basic needs.

BRAND PROMISE

Capstone moves beyond traditional approaches to promote economic well-being and sustainable social change.

CORE ATTRIBUTES

RATIONAL

BUSINESS-MINDED – We manage a transparent, evidence-based organization that measures success by social impact.

NIMBLE – We gain understanding and devise solutions quickly.

STRATEGIC – We carefully align goals, resources and action.

EMOTIONAL

BOLD – We challenge traditional practices and assumptions to innovate actionable solutions.

SOLID – Our proven history of success makes us a trusted resource and a sound investment.

VISIONARY – We are motivated by our belief that poverty can be eradicated.

COMPASSIONATE – We respect the dignity and potential of all people.

SOCIAL

INTEGRATED – We recognize the intersection of issues challenging our community and adopt a holistic approach to problem solving.

DYNAMIC – We adapt to address the current needs of the community.

CONNECTED – We foster relationships with leaders in government, the community and media.

BRAND MANTRA: Facilitate success

TONE Assertive
Focused
Hopeful

Professional
Inspiring



THE LOGO



LOGO CONSTRUCTION

The Capstone logo is a manifestation of your brand platform, and should appear in all official communications and channels. Its dimensions should never be distorted. Pantone colors are used as a reference for color matching and printing of the logo can be done with either spot or process colors.

The graphic element of the logo contains a person with arms outstretched to represent the human aspect of Capstone's activity, the leaves both connote growth and a commitment to sustainability and the circle represents the intimate connection between these principles and a spirit of inclusion.

LOGO USAGE

The logo has two components. The text reading Capstone Community Action and the graphic element that takes the place of the “o” in the standard logo format. The graphic element can be used on its own, but the text should never be used in this format without the graphic element’s inclusion. For square profile avatars, the graphic element alone should be used with the logo dead-center with nothing cropped or clipped. Single plate logo options are included below.

IDEAL USAGE



ALTERNATIVE USAGE



LOGO WHITE SPACE

White space around the logo should be even with the logo sitting in the middle third of the vertical area.



DEPARTMENTS OF CAPSTONE

Below is a sample illustration to show how departments within Capstone can be represented graphically.



■ PANTONE 7719

Source Sans Pro Semibold

3

COLOR PALETTE

PRIMARY COLORS



PANTONE 539

CMYK: 100c / 75m / 50y / 57k

RGB: 01r / 38g / 56b

HEX: 012638



PANTONE 367

CMYK: 40c / 0m / 81y / 0k

RGB: 163r / 207g / 96b

HEX: a3cf60



PANTONE 7719

CMYK: 100c / 36m / 59y / 18k

RGB: 0r / 109g / 105b

HEX: 006d69



PANTONE Cool Gray 4

CMYK: 26c / 21m / 22y / 0k

RGB: 190r / 188g / 187b

HEX: bebcbb



4 TYPOGRAPHY

HEADINGS & LABELS

For headings Capstone using the typeface Source Sans Pro. Headings often appear in all caps and can vary from thin to thick.

Source Sans Pro ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Source Sans Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

BODY COPY

For body copy Capstone uses the typeface Crimson Text. This comes in roman, bold, semibold and italic.

Crimson Text Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Crimson Text Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Crimson Text Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Crimson Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

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STATIONARY



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Capstone is an equal opportunity employer and provider.

LETTERHEAD & BUSINESS CARDS

Business cards need to be printed full bleed and trimmed, while the letterhead can be printed on a standard 8.5x11 sheet. Full letterhead with logo watermark should only be used for single page documents. For multi-page documents the logo watermark should not be used at all and the header should only be used for the first page.

Some variation is acceptable for forms and other documents where space is at a premium. In those instances the footer should be maintained and the logo should be decreased in size and either placed below, touching the footer, or in the upper left-hand corner.



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