

BRAND GUIDELINES

Identity Manual



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BRAND PLATFORM



CONTEXT

Nonprofits must stay agile and resilient, prepared to evolve, adapt quickly and strategically to remain profitable, sustainable, and ahead, ensuring their growth equals funding and that funding equals community impact and change. Our clients are change-makers who lead with their hearts, passionately focused on improving their communities, and often moving mountains with limited support. They are challenged by the act of balancing and juggling shifting priorities—putting out today’s fires while feeling uncertain about the future of the organization. They lack the time, capacity, and tools to fulfill their missions and lead into their vision.

*As they look into
the crystal ball,
all they see is fog.*

COMMON CAUSE

Our clients are competing on every front — funding, talent, community investment, and organizational alignment.

They have the intelligence and passion to fire up their organization, and understand they have unlocked potential within their team, but may lack the clarity on where to focus and how to take action.

They need to be equipped and well-positioned to achieve their maximum impact.

Ultimately, they need an experienced partner who is equally invested in creating positive outcomes for their communities and can guide them towards a renewed sense of control and direction.

COMMON ENEMY

Uncertainty



BRAND PURPOSE

To help our clients unlock the potential of the community.



UNIQUE VALUE PROPOSITION (UVP)



We equip our clients for maximum impact through increased organizational capacity.



We are rooted in:

Experience and empathy.



We are driven by:

Our belief in our clients and the potential of the community.

BRAND ESSENCE

What we're really selling.

Momentum



LOGO DESIGN



THE ARMSTRONG McGUIRE LOGO

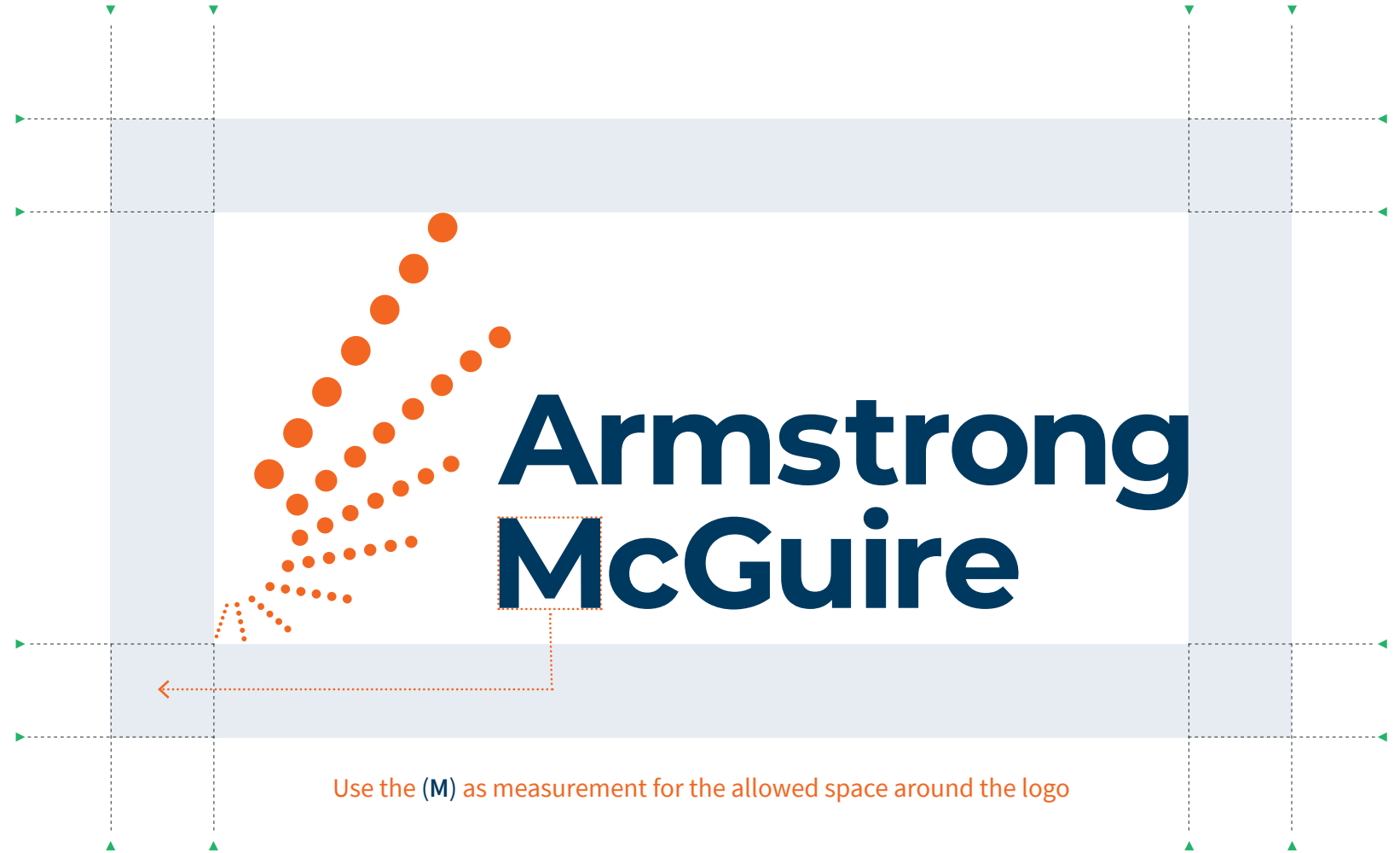
The Armstrong McGuire brand mark pairs the heritage of our name with bold, modern, and clean elements. The sunburst evokes the energy and momentum we provide to our clients and community, and the rich color palette and simplified font create a sense of warmth and approachability that we are known for.

The full color version shown here should be the default logo used on marketing materials. Alternatives have been provided when this is not feasible.



CLEAR SPACE

A brand's logo is one of the core elements of its visual identity. Your logo is a signal to your clients, your employees and the market at large for what they should expect from your brand.



Use the (M) as measurement for the allowed space around the logo

REVERSED COLOR

Use one of these versions when readability is a concern over dark colors.



BLACK AND WHITE USE ONLY



MINIMAL SIZE

The logo can not be smaller than 1" wide or 300 pixels wide.

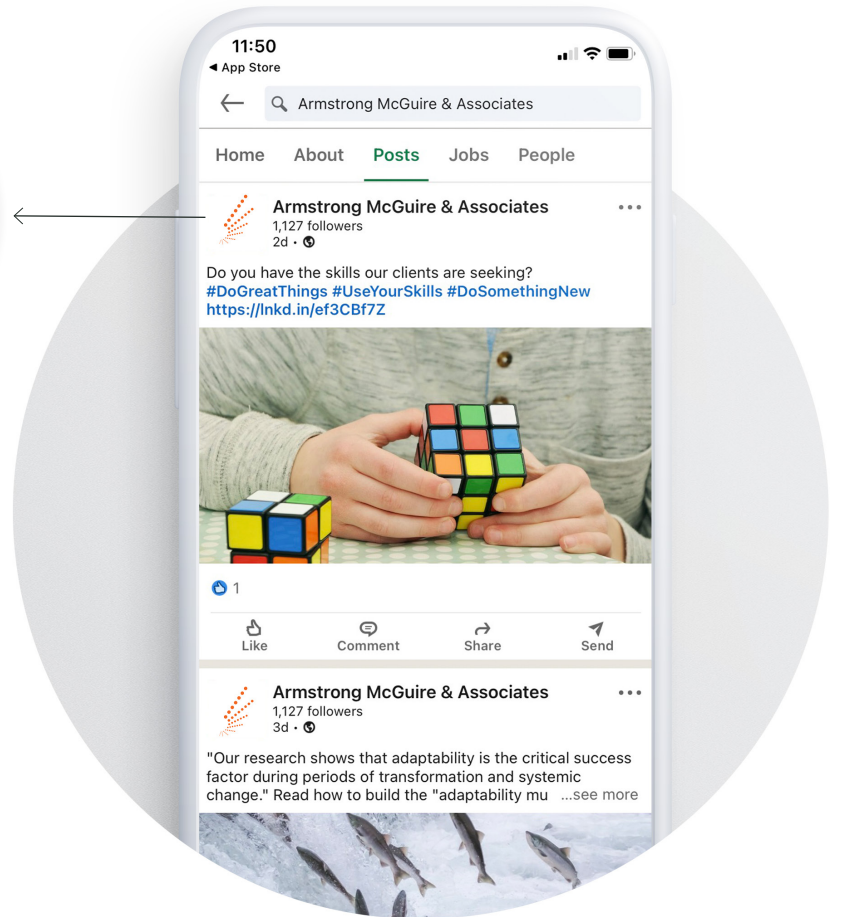


Minimal size 1" or 300 Pixels wide



SOCIAL PROFILE

Use the sunburst graphic mark for social avatars.



INCORRECT USAGE

Do not change the logo in any way if not specified by this document. Here are a few examples of what not to do.



DO NOT change the location of the graphic mark



DO NOT place the logo against a background that doesn't create contrast



DO NOT distort the logo



DO NOT change the color of the logo



DO NOT add special effects to the logo



DO NOT change the typeface

HORIZONTAL VERSION

Use the horizontal version when space does not allow for the primary logo. The same rules stated in the above pages go with this version.

Armstrong McGuire



REVERSED COLOR VERSION

Armstrong McGuire

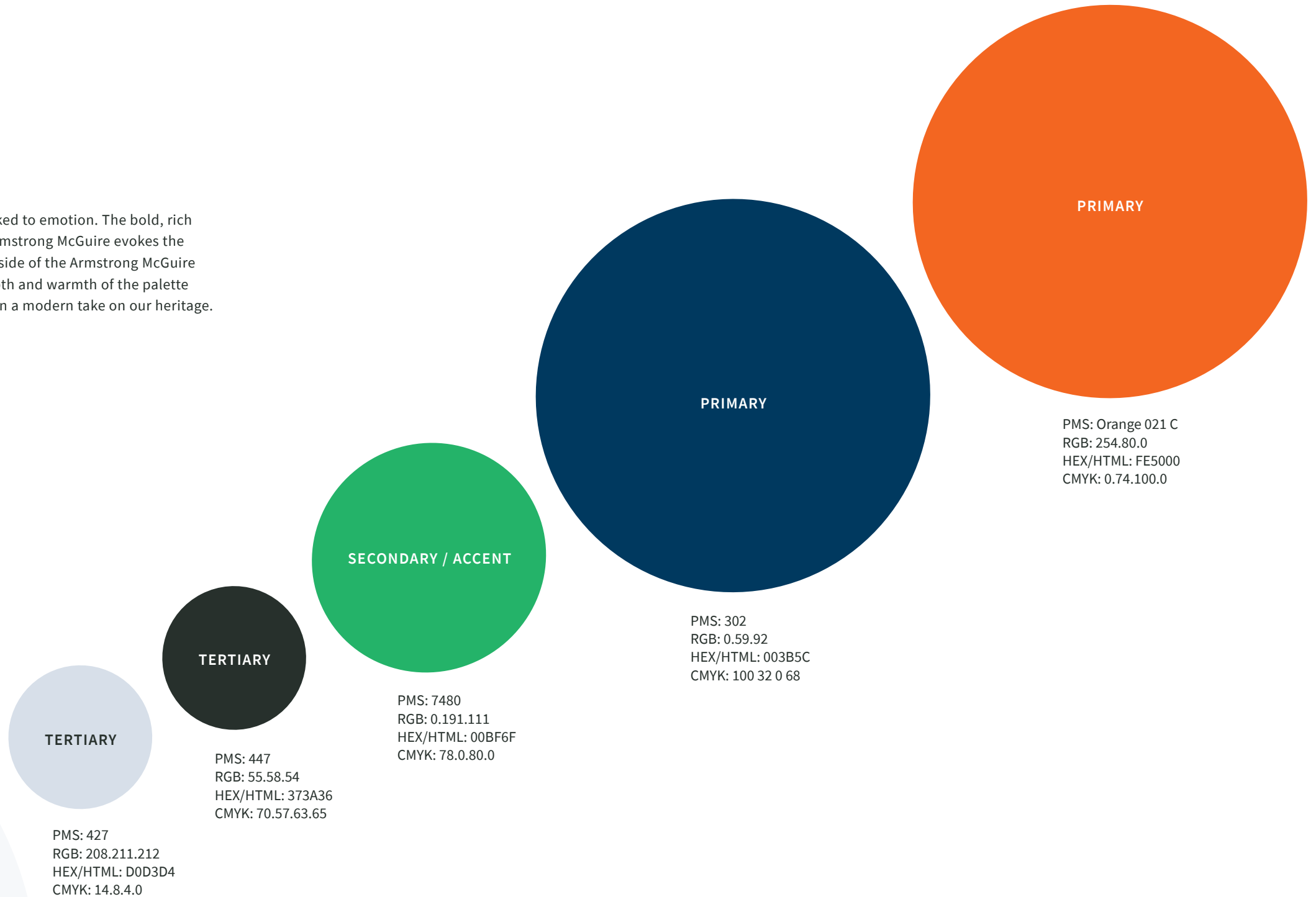


BRAND COLORS



PALETTE

Color is closely linked to emotion. The bold, rich color palette for Armstrong McGuire evokes the zestful, accessible side of the Armstrong McGuire brand, and the depth and warmth of the palette ground our brand in a modern take on our heritage.

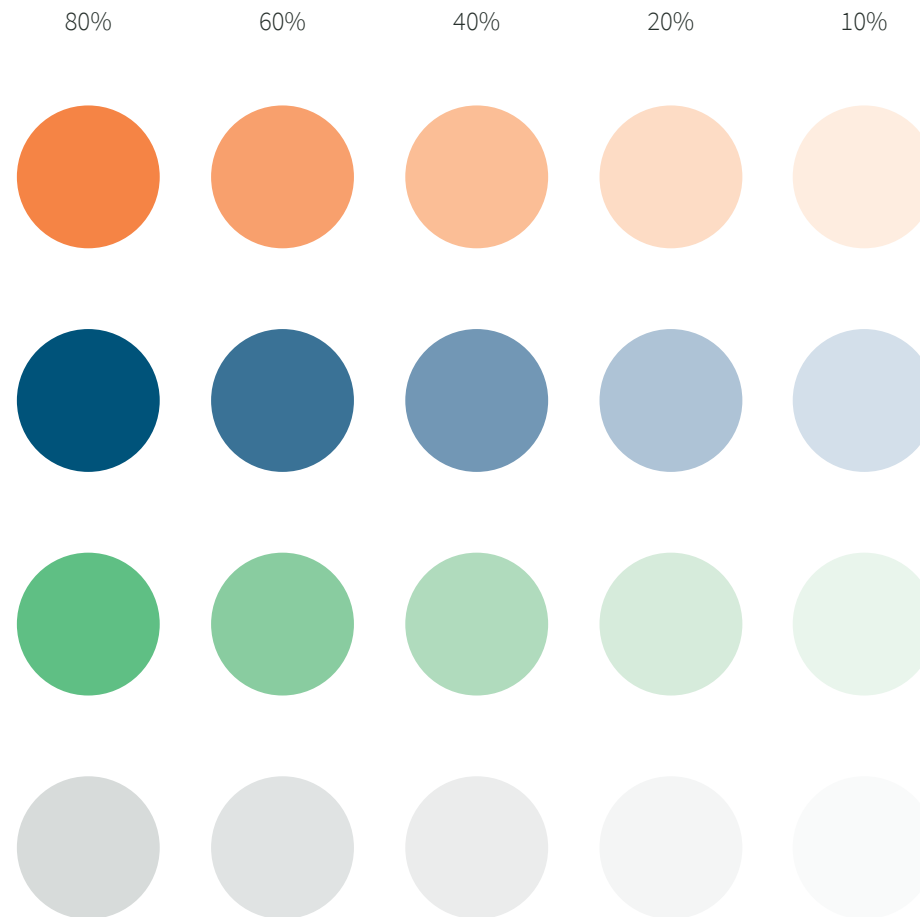


TINTS

Use these tints when the design requires a more subtle approach or as a background element for texture.

*Tints should only be used in a tonal combination (e.g. orange + orange tint), never combined (navy + green tint).

Tints can be achieved by reducing the color opacity to the indicated percentage.



*EXAMPLES



TYPOGRAPHY



TYPEFACES

Accessible, knowledgeable, and humble, Montserrat expresses the key qualities of the Armstrong McGuire brand.

PRIMARY

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
 123456789

!@#\$%^&*(){}?

SECONDARY

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
 123456789

!@#\$%^&*(){}?

WEIGHTS & STYLES

Use Montserrat and Source Sans when designing for assets that will not need to be edited (e.g. PDF files or marketing assets that will be professionally printed).

Use Arial when designing for the web, for Microsoft assets, or collateral that will be viewed and edited outside of your organization (e.g. PowerPoint, Office, etc.)

PAIRING

H1 **MONTSEERRAT BOLD**

H2 SOURCE SANS PRO REGULAR

Headline Font / UPPERCASE

MONTSEERRAT BOLD

Sub Font / UPPERCASE

SOURCE SANS PRO REGULAR

Body Font

Source Sans Pro Regular

Callouts

Source Sans Pro Light

MICROSOFT SAFE FONTS



Use these fonts when designing in Microsoft programs

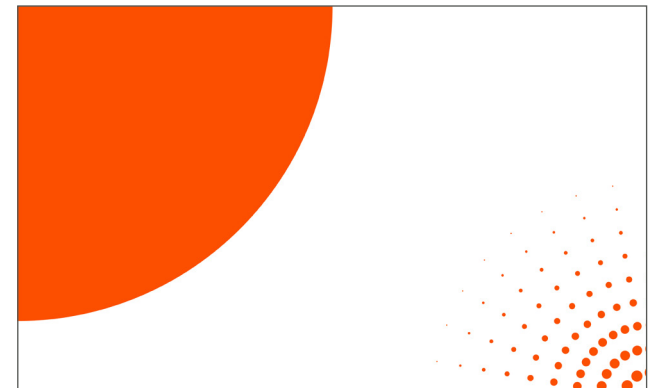
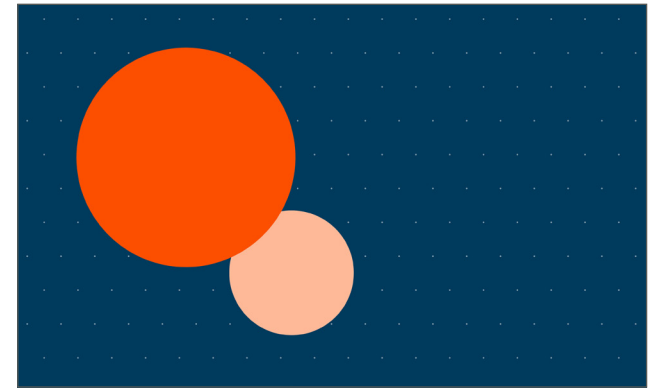
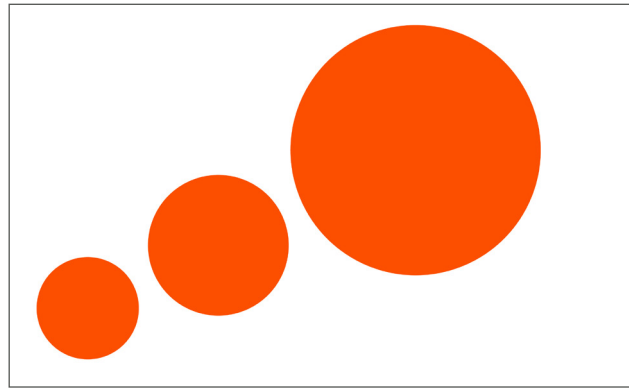
- Headlines: ARIAL BOLD / ALL CAPS**
- Subheads: ARIAL NARROW BOLD / ALL CAPS**
- Body Font: Arial Regular
- Bullets: Arial Regular

BRAND DESIGN



PATTERNS

Patterns add depth and texture to branded elements, and help expand the brand across multiple assets and applications. These selected patterns express the momentum and differentiation that Armstrong McGuire brings to its clients.



PHOTOGRAPHY

Use full color photography of people with a focus on human faces and candid, authentic interaction (e.g. no business people shaking hands).

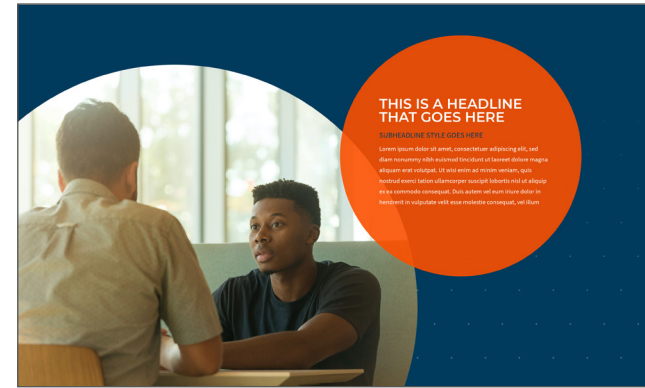
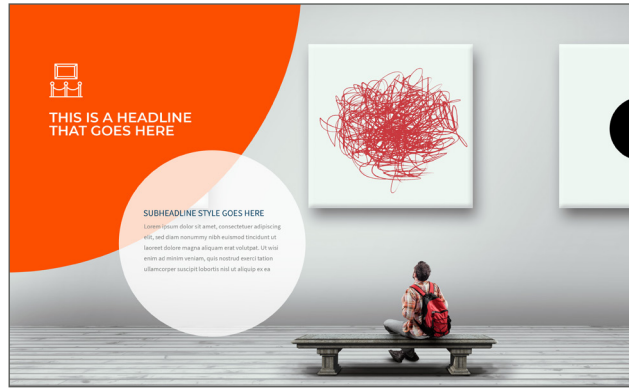
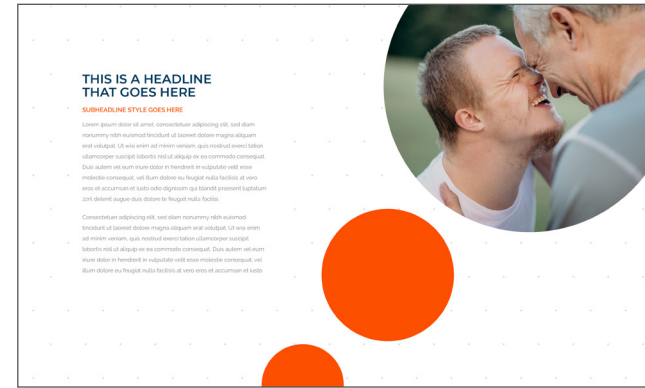
When possible, subject matter should be client- and community-centric, with an emphasis on positive community outcomes. Photos should showcase diversity in ethnicity, gender, age, and ability.

Use original photography, ideally shot by a professional photographer, of actual community events where possible.



DESIGN

The designs to the right are examples of how the established pattern system could work within a layout design.



ICONOGRAPHY

Use this style when creating any new icons.

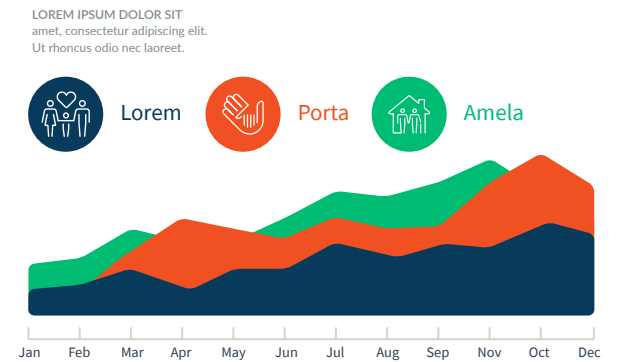
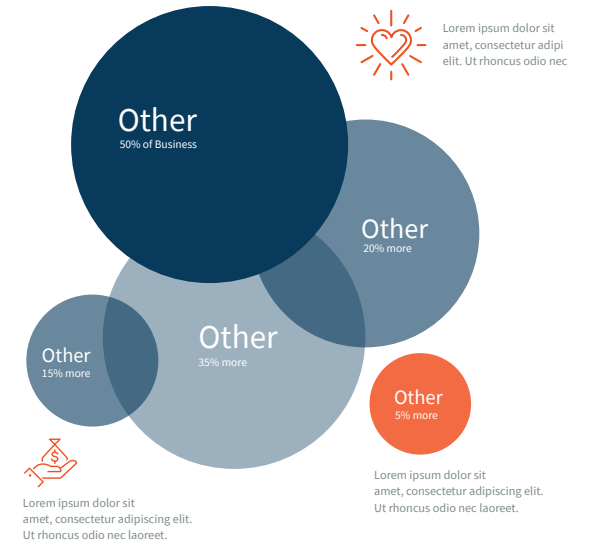
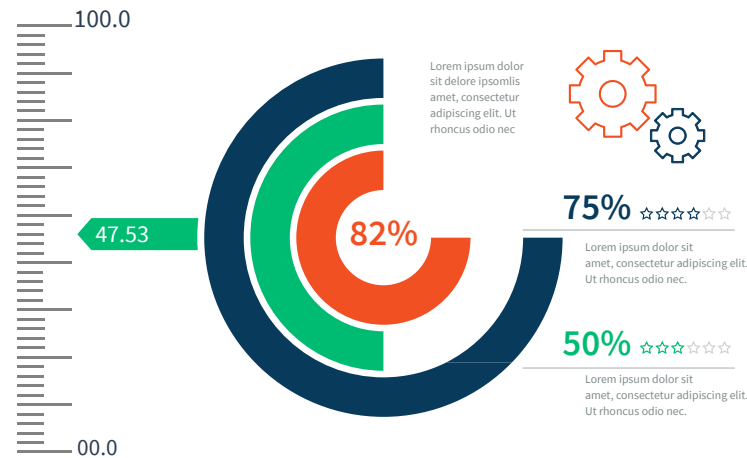
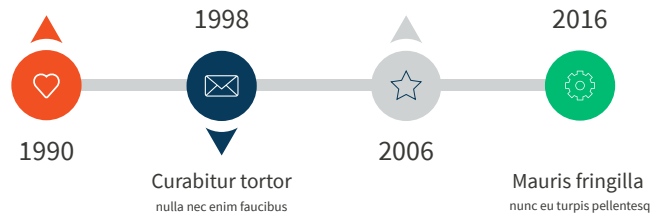


These colors are also acceptable when using the reversed out icon style.

CHARTS & GRAPHS

The charts and graphs to the right are examples of how to use the colors and typography when creating these types of assets.

EXAMPLES





**Armstrong
McGuire**